



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXII. NEW YORK, MARCH 23, 1898.

No. 12.

BOOKS OPEN
TO ALL.

Mountain,
Seashore
and Country

Here,
There
and
Everywhere.

Philadelphians are great travelers—most ubiquitous tourists—and they are proverbial for going away from home for health, rest, recreation or pleasure during the torrid months. You will always find Philadelphians well represented at every Summer Resort in the land; no matter where. And these Quaker Cityites can be reached directly and immediately (by hotel proprietors seeking patrons) through the resort columns of

The Philadelphia

RECORD

It is read by just the class of people who do this "going away." We have special rates for hotels and summer resorts in general—they may be had upon application.

NOW'S THE TIME TO WRITE.

Average Circulation in Feb. '98:
Daily Edition, 181,309.
Sunday " 142,446.

The Record
Publishing Company,
Philadelphia, Pa.

A pound of raw steel which may be purchased for a few cents becomes worth \$128,000 when made into hair springs for watches.



Quality as well as
Quantity —

COMFORT is not in the "Raw Steel" class of publications, but with nearly one and one-quarter million subscribers and over

six million readers it leads the procession in the "Hair Spring" class.

Ads in COMFORT may appear
to come high but they pay.

See or write any general advertising agent for space, or address

W. H. GANNETT, Publisher,
AUGUSTA, MAINE.

Boston:
John Hancock Building.

New York:
Tribune Building.

Chicago:
Marquette Building.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XXII.

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NEWSPAPER CIRCULATION.

By Charles N. Kent

(For seven years Editor of the American Newspaper Directory).

What is newspaper circulation? At the very outset in the consideration of this subject, we are met with difficulties, and these difficulties or those of kindred nature beset and follow us even to the end, in any attempt to establish a rule or maxim by which to determine, not only what circulation is, but how much circulation has each or any particular newspaper or periodical.

The New English Dictionary defines circulation as being "The extent to which copies of a newspaper are distributed—the number of readers which it reaches." A liberal interpretation of the latter part of this definition might authorize a publisher in claiming a circulation many times greater than the number of copies actually printed, upon the ground that each copy is read by many different individuals. It will not be denied, however, that many publishers have claimed the greater circulation since long before the New English Dictionary was ever thought of. The Century Dictionary says circulation is "The extent to which a thing circulates, or is diffused or distributed, as: the circulation of the two periodicals was about 300,000." Webster agrees with the Century, and the Standard (most comprehensive of all) says: "Number issued." This latter is undoubtedly the generally accepted definition, and the only one upon which as a basis actual facts can be established. "What is done with the copies issued," says a well-known authority, "has a bearing only in fixing the value or character of the circulation." Yet there are some publishers who insist that circulation should represent the actual number of copies sold, deducting from the number issued all given a free distribution, used for office purposes or otherwise disposed of; and others urge

that for advertising purposes the circulation of a daily which appears in morning and afternoon editions, when both are likely to be purchased and read by the same people, ought not to be reckoned as the total number of both editions. But after giving full weight to all arguments, the consensus of opinion brings us to the necessary conclusion that circulation is the actual number of copies printed.

How, then, arises the question in natural sequence, is the advertiser to know what the actual number of copies printed of any given publication is? Custom is a ready excuse for many a wrong-doing, and is admitted to cover a multitude of sins. Possibly custom may be the publisher's excuse for so strenuously asserting an actual issue, sometimes a little, often a great deal more than it actually is. Of course, there are exceptions—many honorable ones—to this practice; but the practice is sufficiently common to compel its recognition. "The largest circulation in the town" is frequently claimed by two or more publishers whose offices are within a stone's throw of each other. Similarly is claimed, "the largest circulation in the county," "the largest evening circulation of any daily in the city," and even "the largest circulation in the United States."

Previous to the year 1869 no effort was made to either catalogue the newspapers or record their circulation. The only lists were in manuscripts, closely guarded, as a valuable part of the stock in trade in the offices of the half dozen advertising agencies. It was then that for their own use and the information of their customers, the then and ever since proprietors of the American Newspaper Directory issued their first volume. The announcement of its publication was received with consternation by the other agencies. Its publishers were told that the issuing of this book would ruin the agency business; advertisers, if they could buy a printed and descriptive list of news-

papers, would no longer require an agent's assistance, but would deal with publishers direct. Othello's occupation would be gone. Even the venerable and far-seeing Mr. Pettingill took this ground and urged as a matter of self-preservation that the work be abandoned. But the book appeared. Every effort was made to secure from publishers of the then existing newspapers all necessary facts for a full description of each. It became early evident, however, that the question of circulation was the vital one with which the editor of the Directory had to deal, and that in this dealing he had a Herculean task to perform. Publishers were ready enough to report a circulation of 1,000, 5,000, 10,000 or more, but any attempts to verify such reports were met with some such response as: "I have told you what my circulation is; my word is enough. Either print as I gave it to you or leave my paper out entirely." It was quite customary to reckon 25 sheets as a quire and 500 sheets as a ream—ten printed reams would, it was thought, justify a report of circulation as 5,000. A report once came from an agricultural paper in Boston, with figures so high that an explanation became necessary. The explanation was that inquiry showed every copy of the paper was read by at least five persons, hence the number of copies printed was multiplied by five. This, by the way, was the paper now published by the man who still abuses the Directory because, in the absence of figures to verify them, he can not get the figures he wants, and who is the active member of that publishers' association which no one has been able to discover.

The circulation figures in the 1869 Directory were usually preceded by the word "claims," or "about," as the editor, who was of Puritan stock, and had an occasional conscientious scruple, could not make up his mind to give as absolutely correct the surprisingly large issues which many publishers reported.

In each succeeding volume there was an evident advance in the effort to arrive, and the success in arriving at, correct circulation figures. An asterisk (*) was used to denote that a larger circulation than that indicated by the figures was claimed, but no proof furnished to substantiate the claim. A dagger (†) indicated that the accuracy of the figures was supported by affidavit. The next step, and it was a long

and wise one, was to give a circulation letter rating in all cases where no statement in actual figures was furnished. This plan, with necessary changes, has since been in constant use. It is satisfactory to advertisers, and any publisher who feels that he is not thus fairly treated can exchange the letter rating for his actual and exact figures—if he will only furnish them.

For some years statements of circulation in detail, properly signed and dated, were guaranteed under a forfeiture, and for many years, and at the present time, every publisher giving such a statement has been rated in exact accord therewith.

Constant effort has been made for thirty years, and is still being made, to acquire the best methods for getting at the exact circulation of newspapers. The co-operation of newspaper publishers has always been invited to further this end—and occasionally with success. The plan now in use is more nearly perfect than any other. Publishers, especially those of the larger papers, are each year coming, in greater numbers, to recognize the right of advertisers to know their circulation, and the American Newspaper Directory as the only medium through which the circulation can be known.

THE LARGEST SIGN.

What is stated to be the largest sign in America, consisting of two words, "Colorado Beach," is thus described in the *Bill Board*:

Colorado Beach is one of the numerous beaches that form the border of the Great Salt Lake; it is situated between Garfield and Saltair beaches, and is eighteen miles on the Oregon Short Line Railroad from Salt Lake City. The sign is about 800 feet above the wagon road. The rock upon which the word "Colorado" is painted measures 240 feet long by 200 feet high. The other rock is about 350 feet long by 200 feet high at its highest point, tapering to a level with the hill, which is 1,600 feet high. The actual height of each letter is 50 feet, and they are 20 feet wide. There is 15 feet of black above and below each line, making a total height of 80 feet by 375 feet long. We consumed 50 pounds of lamp black mixed with 40 gallons of coal oil and 30 gallons of boiled oil. For white we used nine bushels of lime and 700 gallons of water taken from the Salt Lake, and the salt glistened on the rocks after it had dried. Spray pumps were used to put on both colors. I had five men carrying color to us, about six trips a day, carrying from three to four gallons of color each trip. The sign can be read from Saltair Beach $\frac{3}{4}$ miles away, for which purpose it was made.

IN KANSAS.

Abe Steinberger runs a department in his *Girard World* in which is chronicled births, marriages and deaths, under a heading: "Hatched, Matched and Dispatched."—*Kansas City (Mo.) Posters.*

BUSINESSES INADEQUATELY ADVERTISED.

XI.—SUMMER RESORTS.

The newspapers will soon have their columns swollen by long lists of advertisements of out-of-town hotels and summer resorts, and, as usual, while some papers will have the appearance of an overcrowded directory in this respect, other mediums that are just as good, and probably better, will be neglected by the summer resort proprietors. There is scarcely any line of advertising more carelessly or thoughtlessly given out than this. Your average summer hotel proprietor is thoroughly conservative and convinced as to the mediums he should use, and there is little use in trying to shake his belief. While it may be all right to modernize his establishment, to keep it

place advertised. The distance of the place from the city advertised in, and the facilities and cost of reaching it, must be taken into consideration, both when framing the ad and when making the appropriation. If the accommodations and the probability of securing patrons are both limited, the profits are not likely to be large, and the

A SUMMER REST

will do you and your family good. You'll be happy here where we have everything for human comfort. Pure air, pure water, pure food, fresh fruit, milk and vegetables. Liberal table, fishing, boating, bathing.

Adults | **GLENN HOUSE,** | Children
\$8. | Seaside Park, N. J. | \$4.

quite up to date in the way of appointments and attractions, and to introduce improvements where advanced and changed ideas demand them, he sees no reason why the same theory should apply to his advertising.

There are a thousand and one things to think of when advertising either a

THERE'S NO LAW AGAINST MOSQUITOS

But they keep away from lofty places and pure air. That's why you never see any of the insects on

BLUE RIDGE PEAK, LONG ISLAND.

At the Blue Ridge Hotel you will find every comfort—city society, fine music, elegant cuisine, large and airy rooms, and the purest ozone. Billiards, Lawn Tennis, Golf Links, boating, bathing, fishing, driving.

Terms on application.

JOHN ROSE, PROPRIETOR.

summer hotel or a large resort, where the hotels and other attractions are numerous. Both may be done in the same way, except that the latter's advertising must be planned on a much more extensive scale. The people one needs to reach are those who patronize or may be induced to patronize the

A COOL SPOT

during the heated term is a boon to humanity. Add to coolness, pure air, spacious rooms, perfect cooking, splendid music, good society and you have the attractions of the

BLUE RIDGE HOTEL, BLUE RIDGE PEAK, LONG ISLAND.

10 minutes from depot. Carriages meet every train. 1 hour from New York. Dancing, Billiards, Bathing, Boating, Fishing, Cycling, Driving, Lawn Tennis, Golfing, etc. Terms low.

JOHN ROSE, PROPRIETOR.

advertising outlay should therefore be in proportion. If, however, the place is commodious and attractive enough to be classed as a popular resort, and the people can be brought there at small cost to themselves, the advertising should be liberally done, because likely to be profitable.

Mediums should be chosen with an

TAKE YOUR BABY

out of the city for the hot summer! Fresh, pure, cool air is its only hope. That's only one attraction we have here. Airy rooms, shady lawns, plenty to eat, lots of amusements. Adults \$8, children \$4.

GLENN HOUSE, SEASIDE PARK, N. J.

eye to what they are to-day—what they were a decade ago is no indication of their present power to draw business. It frequently happens that what was the best circulated paper in a city will, through change of policy or management, or perhaps from other causes, largely deteriorate in character and influence within a very short time. This deterioration is generally attended by a shrunken circulation. As an advertising medium its value has considerably decreased, but its rates remain the same, and the unthinking and unobservant advertiser pays them without a murmur, just as he used to when the paper was twice as valuable to him.

In like manner, a new and well conducted paper, with progressive ideas and both money and brains behind it,

may in a brief period assume superiority in character, influence and circulation over its decaying, "old foggy" contemporaries. Though its advertising rates may be as high or even higher than the "old timers," it is reasonably certain that it is a much better medium for every kind of advertising. This is a point which the summer resort advertiser will find it essential to study.

When we come to consider that even the poor \$10-a-week clerk who gets an annual vacation goes somewhere to spend it, and generally to the seaside or the country, we see that the field open to the summer resort advertiser is a very large one. But it is also a remarkably varied and complex one. So much so that one has to study just the class of people one can cater to, and then strive to reach those very

ory" items. Except in the cases of large resorts, which could afford to take big newspaper spaces, and some few prominent out-of-town hotels, the advertising of the summer resorts has hitherto been very tame. Of course, the "farm boarding-houses" and "private health retreats" are not sufficiently well pat-

"ALL THE COMFORTS OF HOME"

Airy bedrooms, liberal table, wide veranda, shade and fruit trees, bathing, fishing, boating. Terms: Adults, \$8; Children, \$4 weekly. Write for free circular.

**GLENN HOUSE,
SEASIDE PARK, N. J.**

ronized to be able to spend much money in newspaper advertising, and such places are consequently compelled to use only small spaces—say from ten to twenty lines in the city papers. But I think that the space of one inch could be much better filled than it usually is.

Scattered through this article are a number of suggestions for such ads, as well as some twice the size, for the kind of hotel that can afford larger spaces.

JOHN C. GRAHAM.

SICK CHILDREN

get back the ruddy hue of health and a healthy appetite before they are a week at the

**GLENN HOUSE,
SEASIDE PARK, N. J.**

Terms: Adults, \$8; Children, \$4. Everything for comfort and happiness.

people through the newspapers they read. Quite a large number of the patrons of summer resorts don't study the cost at all; others are more particular about comfort than cash; others, again, want comfort and economy combined, and a still larger class have to study the price alone and are willing

SOME ONE ELSE'S COOK

often fails to please you. That is a point with us—perfect cooking—often hard to get in a summer hotel, but we pride ourselves on it. We have also large rooms, good service, pure air, grand music, select society and all kinds of indoor and outdoor entertainments. Only one hour from New York City.

**BLUE RIDGE HOTEL,
BLUE RIDGE PEAK, L. I.
JOHN ROSE, PROPRIETOR.**

to put up with discomforts for cheap accommodation.

Each one of these classes has to be appealed to in a different way and through different mediums. But the "appeals," as they have run in previous years in the newspapers, have been rarely anything else than bald "direct-

Fun for Your Guests, Money for You.

Every keeper of a hotel, restaurant or summer resort should have one of our

Automatic Recording Scales.



A wonderful machine, elegant as an article of furniture, handsome in construction. No expense attached. Always attractive to crowds. Cent or nickel put in slot gives person's weight on printed card, also tells fortune, and starts machine playing one of a variety of eight airs. Earns money all day long. Cards can also bear your advertisement if you wish. Every summer resort keeper can make a barrel of money out of one or more of these machines.

Send for full particulars.

Chicago Recording Scale Co., Waukegan, Ill.

PROPRIETORS of
SUMMER RESORTS

contemplating plans
for advertising in-
tended to influence
the Tourist and the
Summer Boarder, can
have their advertis-
ing wisely and prof-
itably attended to
by placing their orders
with The Geo. P.
Rowell Advertising
Co., 10 Spruce Street,
New York.

CONFIDENTIAL INFORMATION.

THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

Members of the American Newspaper Directory Confidential Information Bureau have the privilege of applying to the publishers of the American Newspaper Directory at pleasure for a confidential report concerning the circulation or character of any newspaper credited by the Directory with a circulation rating greater than 1,000 copies per issue. The following are examples of the sort of reports furnished:

BALTIMORE.

MORNING HERALD.

The *Herald* probably holds the second place among the Baltimore dailies in point of circulation. It is conducted on up-to-date principles and it is fair to say that it evenly divides the one-cent morning field with the *American* as far as quality of patronage and influence are concerned and slightly exceeds it in the number of copies sold. The publishers of the *Herald* have been more willing to state its circulation, definitely and in detail than any other Baltimore daily. Its last circulation statement, covering the year 1896, showed a daily average of 30,768; Sunday, 46,134. This was believed to be absolutely true. But no circulation report having been received for the past year it is supposed that there has been no increase in its circulation since, but rather a decrease. You are doubtless aware that very few of the prosperous journals of the country were able to keep their 1897 issues up to the high-water mark of 1896. The *Herald's* display advertising rates are on the basis of 12½ cents per agate line for first insertion and 6¼ cents for each subsequent successive insertion. Its rates are sustained with moderate firmness.

SUN.

The *Sun* is a well established, ably conducted and influential daily paper, and is by all odds the leading daily in Baltimore. It has a fixed hold upon a large class of readers who have become habituated to it and can not be brought under the influence of another paper. It is run on principles of a generation ago and has become notable for features that are excellent although old fashioned and peculiarly its own. Though the only two-cent paper in Baltimore, it has a larger circulation than any other daily. It is widely read in and around Baltimore and as far west as Pittsburg. Only once during the history of the *Sun* have the publishers made known its circulation, and that was in December, 1894, when they stated to the American Newspaper Directory that the smallest edition during that year had not been less than 66,432. Its present circulation is probably about 40,000 copies. Some of the *Sun's* characteristics are that it will not break column rules for advertisers or admit full-face type in its pages or allow illustrations or cuts. Its prevailing rate is 60 cents per square (four lines agate) per insertion, and its rates are sustained absolutely and to the letter.

NEWS.

Of the two evening daily papers in Baltimore the *News*, no doubt, comes first in rank as a well-managed business man's journal. It is claimed to have a circulation of from 12,500

to 17,500, as reported by its publishers, which doubtless represents a class of readers who have money to buy. The publishers seem to hesitate about going on record with any very definite or exact circulation statement. Its display advertising rates vary from 9 cents to 7 cents, or lower, according to amount.

WORLD.

The *Baltimore World*, one of the two afternoon dailies in the city, is a four page one-cent paper of the sensational order. It claims the second largest circulation in Maryland. In our opinion its place is fourth. It appeals to the poorest classes, the classes that buy little beyond the actual necessities of life. Its circulation in 1897 is estimated by the American Newspaper Directory to exceed 20,000. But the publishers have failed to make a detailed report for that year, and it is thought the rating by the Directory is fully as high as facts will warrant. Its display advertising rates are on the basis of 10 cents per agate line for first insertion and 7 cents for subsequent consecutive insertions, but these rates will be modified when applied to large contracts.

AMERICAN.

The *American* is the oldest daily paper in Baltimore and one of the oldest in America. It is a well-conducted, clean, one-cent daily, with an established clientage among a good class of readers. In point of quality and influence the *American* may probably be given a place next to its only two-cent contemporary in the city, but as to circulation it probably holds the third place among the Baltimore dailies. Its publishers have now and then claimed to issue as high as 40,000 daily, but have persistently declined to render a statement in detail showing the actual average for a whole year, and it is reasoned from this fact that such a statement, if made, would discredit their offhand claims. It has long been considered a fair advertising medium, however, and to reach a particularly substantial class of readers. Its rate for display advertising is 12½ cents per agate line per insertion, with reduction for space and time. Its rates are pretty firmly sustained.

BUCKSKIN VS. BUXKIN.

EVANSVILLE, Ind., March 5.—The suit of the Goodwin Clothing Co., of this city, to restrain the C. R. Lewis Clothing Mfg. Co., of Belleville, Ill., from infringing the trade-mark "Buckskin," applied to breeches, has been decided by the United States Circuit Court of St. Clair County, Ill., in favor of the plaintiff, and a permanent injunction has been issued against the defendant. The infringing trade-mark consisted of the word "Buxkin," printed in ink of a different color from that used in the plaintiff's label. The suit has been pending nearly two years.—*Clothiers' and Haberdashers' Weekly*.

IN CHICAGO.

Did you notice this want ad? It is certainly out of the ordinary. Here is a man who is going to the Klondike and who is converting his assets into cash. Among other things, he is going to sell his job:

AUCTION sale to the highest bidder for cash and the one satisfactory to employers. I will sell my railroad position worth \$30 a month; going to the Klondike. Address — — —, Record.

—Chicago Record.

A MEDICINE advertisement should be administered at frequent intervals to insure the best results.

The Best Summer Resort
Patrons are readers of

The New York Times

**"All The News That's
Fit to Print."**

In many thousands of the best
homes in New York and Brook-
lyn The New York Times is the only
morning newspaper admitted.

Rates for summer resort ad-
vertising, twenty cents per
agate line; \$ 5.00 a line for
thirty consecutive insertions.

A Fast Rising Tide

The best evidence in the world of a newspaper's rise or decline in popularity is the testimony of those who know best—the men who sell papers, the newsdealers themselves.

The Commercial Advertiser submits some signed statements, taken at random from the large number received from the prominent newsdealers of New York.

All received are to the same effect, that **The Commercial Advertiser** is increasing in sales daily among the best class of newspaper readers.

Madison Ave. and Fifty-eighth St. March 4, 1898.

The sales of **THE COMMERCIAL ADVERTISER** at my stand have increased more than 35 per cent within two months. Words of praise are heard from many sources and changes from other papers to **THE COMMERCIAL ADVERTISER** are of frequent occurrence and by the very best class of people. The indications are that its circulation will double within the year.

(Signed)

WM. EISEL.

Fifth Avenue Hotel News-Stand.

March 7, 1898.

Our sales of **THE COMMERCIAL ADVERTISER** have increased about 25 copies daily since the first of January.

(Signed)

TYSON & CO.

Erle Ferry, foot Chambers St.

March 7, 1898.

I sell 90 to 115 **COMMERCIAL ADVERTISERS** daily where I formerly sold 30. This increase is among the leading business men.

(Signed)

WM. CAMPBELL.

Waldorf-Astoria Hotel News-Stand.

March 8, 1898.

We are selling on an average 6 to 8 more copies daily of **THE COMMERCIAL ADVERTISER** since the first of January. It seems to be gaining in favor.

(Signed)

TYSON & CO.

News-Stand, 54 Wall Street.

March 8, 1898.

THE COMMERCIAL ADVERTISER under its new management has increased 25 copies daily in sales. It is making steady progress among lawyers, financiers and real estate men.

(Signed)

ROSENTHAL BROS.

Fulton Street and Broadway.

March 7, 1898.

THE COMMERCIAL ADVERTISER is the only paper of its class that has increased in sales during the past two months. I have recently added 10 copies, making my daily order 90.

(Signed)

DENNIS DUGAN.

J. L. Lawler, 865 Sixth Ave.

March 8, 1898.

We sell on an average 35 **COMMERCIAL ADVERTISERS** daily. We have had six or seven of our best customers change from other evening papers to **THE COMMERCIAL ADVERTISER** within a month.

(Signed)

J. L. LAWLER.

Pine and Nassau Streets.

March 7, 1898.

THE COMMERCIAL ADVERTISER is the only paper that has gone ahead in sales lately with me. I am now selling 45 copies daily, an increase of 15 in the last three months.

(Signed)

RICHARD J. JEWELL.

Christopher Street Ferry.

March 10, 1898.

I am selling 50 per cent more copies of **THE COMMERCIAL ADVERTISER** than I was three months ago.

(Signed)

H. C. HOLTZ.

1020 Sixth Avenue.

March 4, 1898.

THE COMMERCIAL ADVERTISER has steadily increased in sales during the past few months.

(Signed)

LIPSET BROS.

Equitable Building News-Stand, 120 Broadway.

March 9, 1898.

We are now selling 25 copies daily of **THE COMMERCIAL ADVERTISER**. This is an average of 12 more daily than we ever sold.

(Signed)

J. DIBBLE.

Sixth Ave. and Thirty-eighth St.

March 4, 1898.

THE COMMERCIAL ADVERTISER is the only paper that has increased in sales among the better class of people during the last two months.

(Signed)

B. APFELBAUM.

Grand Central Depot.

March 9, 1898.

I am now selling 45 to 50 **COMMERCIAL ADVERTISERS** daily, an average increase of 20 copies. It is gaining among the most intelligent and well-to-do people.

(Signed)

E. CARROLL.

Foot of Broadway (Whitehall St.)

March 7, 1898.

I formerly sold from 7 to 10 **COMMERCIAL ADVERTISERS** daily. Now I sell from 28 to 35 copies a day.

(Signed)

W. McKENNA.

65 Exchange Place.

March 12, 1898.

My sales of **THE COMMERCIAL ADVERTISER**, under its new management, have increased from 5 per day to 18 per day. This is the largest gain made by any evening paper on my stand.

(Signed)

MRS. RYDER.

The Commercial Advertiser,

Published Every Afternoon Except Sunday.

29 PARK ROW,

NEW YORK.

ADVERTISING HATS AND CAPS.

Hats and caps appear to be becoming popular as advertising novelties, and the International Specialty Co., 621 Broadway, New York, makes a specialty of them. Mr. H. Rosenbluth, the manager, being applied to, gave the following information: They are made of canvass and duck and are claimed to be practically indestructible, the hat containing in its rim a square steel wire which enables it, no matter how it may be maltreated, to resume the original shape. They are used for such special occasions as picnics, or processions, and fishing and like occasions, and are also often worn constantly by such artisans as carpenters or painters or draymen. A hat weighs only an ounce, and a cap three-quarters.



The advertisements are boldly printed on the front in large display type, and in any desired color. The rain will not spoil them, as they are fast color. Among others who have used them are the Leggett & Myers Tobacco Co., of St. Louis, the Drummond Tobacco Co., of the same place, Powell, Smith & Co., and the American Tobacco Co., of this city. Lorillard & Co., the New York Biscuit Co., John Lucas & Co., paints; the Philadelphia Inquirer, the Philadelphia Times, the Pittsburg Chronicle, the Buffalo Courier and Record and the New York World and Evening Telegram. The prices of caps range from \$30 to \$75 per thousand and of hats from \$70 to \$120 per thousand. While the Little Schoolmaster, in spite of the fact that he is an enthusiastic advocate of advertising, would hardly have the courage to visit

his friends on Sunday attired in such head-gear, he has no doubt that a host of people wear it without concerning themselves over-much about the advertising feature.

THE OTHER SIDE OF "PERSISTENCY."

"Keeping everlastingly at it" has so long and so often been preached as necessary to success in advertising that it is refreshing to read occasionally a dissenting view, such as has been sent by one of PRINTERS' INK's bright correspondents, which is here reproduced:

The "keeping everlastingly at it" theory is in some respects a dangerous one.

Many advertisers have heard it proclaimed with such emphasis and reiterated so many times that they have come to believe that the whole secret of successful advertising lies in persistency.

This doctrine has been indirectly preached by nearly every newspaper in the land. Actuated by a natural desire to induce advertisers to use their columns continuously, the newspapers have preached persistency in season and out of season. They have magnified it out of all proportion. They have given it a fictitious value.

The other essential principles of good advertising have been kept in the background, while "keeping everlastingly at it" has held the front and center of the stage with all the lights turned on it.

It is true that persistency is a good thing. The cumulative effect of advertising is not to be disputed. The longer you advertise in a paying medium the better it will pay you.

But to teach an advertiser that he ought not to expect immediate results, that it must be a long time before he can reasonably hope to get his money back, and that he is sure to come out all right in the end if he keeps everlastingly at it, is to teach him to pursue a very wrong and very foolish course.

Paying out good money for advertising space that doesn't show profitable returns, and keeping at it after that fact is fully established, is almost as bad as throwing your money at the birds.

The time when you have a perfect right to expect profitable results is at once.

If people fail to respond to your ads there's something radically wrong with the ads, the media or both. The sooner you find out what the trouble is and apply the necessary remedy, the better it will be.

If the newspaper you advertise in doesn't bring customers to your store, it doesn't do what you pay it to do. Nobody ever arrived at the right place by persistently going in the wrong direction.

People are buying the things you want to sell, every day in the year. Your advertising should bring your share of this trade to-day—not next year.

THE MAIL-ORDER PILOT.

The success or failure of a mail-order business depends largely upon its pilot or manager. To succeed he must have a thorough knowledge of human nature, and be able to ascertain and fill all wants of his correspondent at first inquiry. His only guide is the handwriting and composition of his correspondent. These are oftentimes illegible.—*Alfred Meyer, in Mail Order Journal.*

ADVERTISING THROUGH CIRCULARS.

On the whole I consider advertising through circulars a very poor method, and therefore a very expensive one.

As part of an advertising campaign, a well-written circular, sent out periodically, has its uses the same as have other links in the long chain of modern advertising methods. Its strongest point is that its issue can be limited to a selected list of prospective customers, and bearing a two-cent stamp it is not always without benefit.

But the idea has been so awfully overdone. Thousands upon thousands of houses use circulars, and the daily mail is burdened. The sight of one has become an eyesore to the recipient. The mail carrier seems to be afflicted in the same way, for he tosses it on the table like a thing he hates—and have you not often completed his intent by sweeping it pell-mell into the waste basket?

They cost twenty dollars a thousand to mail, and twenty thousand times more time to prepare than you have time to waste. When you compile them you think fondly of their merit and wholly fail to remember that you tossed aside nine in ten of those received yesterday, without so much as looking at them.

Will *your* circular meet with a better reception? You say, Yes, because you intend getting up an attractive one; good paper, good type, elegant half-tones, a sort of souvenir that will be preserved. No doubt you yourself have in your time received some pretty ones—now, candidly, how large is your collection of souvenirs? And *where* are they? Do you brush your elbows against them every time you plunge into your ink bottle, or are the real pretty ones locked away in your bottom drawer, serving out a penance of oblivion worse than that of the cheap and nasty ones you consigned without ceremony to the rag-man's heap?

At one time, under protest, I prepared an expensive circular for a business man who thought that if gotten up in supreme taste it would be preserved and do a deal of good. The next noon after they were mailed the head of the house visited a friend to whom one had been directed, and found the recipient's infant son, who had been left in the inner office while mamma made a hurried call, contentedly sitting on the floor tearing it to

tatters. It was a pretty pamphlet, you know, full of pictures, and given to amuse the lad.

No matter how attractively prepared, the result of the best observation is that they remain unappreciated. Let the lithographer tax his ingenuity, the compositor unfold the secrets of his craft, make literary bouquets of them, scent them with violet, bind them in blue ribbons if you will—with monotonous regularity vastly the major part of them seem to go one way, generally not read, often not even opened.

And how expensive! The hundred dollars invested compiling and floating them—I like the term "float" with reference to circulars—might be spent to better advantage in a steady advertisement, even though a small one, in a good paper. Compared with the best circular ever written a good ad is so cheap as to distance it in every way.—*National Industrial Review.*

GUY'S BILL.

ALBANY (*Spectator*).—Merchants generally will be interested in the Fake Advertisement bill introduced by Senator Guy, which has just been favorably reported by the Judiciary committee of the Senate, with some amendments. The measure has been strongly recommended by the Merchants and Manufacturers' Board of Trade of New York City, and by the National Credit Men's Association, as well as the State and local organizations. The bill, as reported by the Senate committee, is intended to effectually check false or misleading advertisements by unscrupulous merchants. It provides that any firm, person, corporation, or association or an employee, who in newspaper, periodical or other public advertisement, makes or disseminate any statements or assertions in respect to the business affairs of the concern, the quality, quantity, value, price or method of production or manufacture, or the manner or source of purchase of such merchandise, or of awards, prizes or distinction intended to have the appearance of an advantageous offer which is or are untrue or calculated to mislead, shall be guilty of misdemeanor.

The bill is copied from the system now in vogue in Berlin and in certain other European capitals. Urgent recommendations were made before the Senate Judiciary committee by New York City merchants to have the bill enacted as speedily as possible in the interests of the reputable business houses of the State. The bill was before the Senate last year, but it was then generally understood that it was here simply for agitation purposes, but the merchants' organizations are now following up that lead and endeavoring to have it placed on the statute books before the close of the present session. They have so far met with extraordinary success and there is a strong probability that the bill will be enacted into a law. Mr. Guy is pushing it energetically and has the support of many of the legislators who are themselves merchants.—*Newburgh (N. Y.) News, Feb. 25, 1898.*

ADVERTISERS are beginning to learn that many people who will not read printed matter will give attention to pictures.

*The hot pursuit among newspapers nowadays
is after the phenomenal—the unique.*

The....
Indianapolis
News —

holds the distinction of larger bona fide circulation, proportioned to population of home city, than any other American daily, *i. e.*, larger percentage of home readers, without resort to fake methods for circulation. It is also the only daily which, from its first issue, has steadily given and conceded the right of the advertiser to know the measure of his purchase in circulation equally with the measure of his purchase of any other commodity.

*A word to the wise
advertiser is sufficient.*

THE STORY OF "HOP BITTERS."

A million and a half of dollars seems to be a tidy sum to make as profits from a patent medicine in a decade. Still this is the amount that Hop Bitters made from 1878 to 1885.

Just east of Rochester lies a little town in which there were some men, in 1875, who formed a small corporation called the Hop Bitters Manufacturing Co., to manufacture and put on the market a concoction of hops, buchu, mandrake and dandelion, which they labeled Hop Bitters. But the people did not buy. After a year, having spent their ready money, they induced a New York State boy named Asa Titus Soule, who had been living in Michigan, and canvassing for maps, to invest \$1,000 in their bankrupt company with the idea, it is said, of "cleaning out" the smart "Tite Soule," as he was familiarly called. But Titus was too smart for them, and finally got control of the corporation and gradually froze out the rest.

Soule moved the business to Rochester and engaged modest quarters, starting in on some preliminary plans of advertising by posting, circulars, etc. He finally was induced to spend \$1,000 in advertising in a list of small papers covering the State of Iowa. The results were unusually satisfactory and he duplicated the order and at the same time started a "Five Year Hop Bitters Almanac" which should be good for the ensuing five years, and succeeded in getting enough other people to advertise in it at good prices (for the idea seemed catchy) to enable him to distribute one million copies.

About January, 1878, he yearned for more worlds to conquer, and although not financially strong, he succeeded in getting an enterprising Eastern agency to accept an order for \$40,000 worth of advertising in medium dailies and weeklies east of the Mississippi. Three-inch display space and two one-inch reading notices were used, and the agency demanded and received a lone preferred position for each of the three and on separate pages. Those were the days when position was not thought much of or asked for by advertisers.

Again, there were but few proprietary medicines advertised as compared with the present time. It had been nearly a decade since Hostetter's and Vinegar Bitters had been vigorously advertised, hence the market was bare

of something that was "a cure all" from headache to corns.

Hops were bitter, and a well known sedative, and ergo, Hop Bitters must be good, "willy nilly." So they sold like hot cakes. The factory was enlarged several times and the bitters were shipped by the car load—not however on the original expenditure of \$40,000. Each year the appropriation was increased until in seven years the agency had distributed to the newspapers of the United States over one million dollars. Then the company branched out, opening factories in London, Toronto and Melbourne.

As an adjunct and as a clever scheme came the offering of a prize of \$1,000 for a boat race at Chautauqua between Hanlon and Courtney, which resulted in lots of talk (much free advertising) by the newspapers. Courtney's boat was sawed, which caused delay and more talk, with profit to the company.

Following this came a prize offer of \$5,000 for a race on the Thames in London between Hanlon and "the gallant Laycock," of Australia. Both being British subjects it naturally attracted a great deal of attention on the other side; and Mr. Soule was the lion of the hour in London, for no such prize was ever offered before in England. The result was more talk, more free advertising in the biggest papers.

Still in his later years Mr. Soule always said his best returns by far had come from the straight plain talk which he gave in his regular newspaper advertising. His wording was always in a homely vein, "no hifalutin words" was his standard, as he said that he wanted to talk to the common people in common language. The result proved the wisdom of his course. Nearly every publication in the United States was used, and used in a bold, effective way, enlarging copy from time to time as seemed necessary.—*Advertising Experience, Chicago.*

SOME PUNS.

Ads to sell candy should be tastily arranged. A jeweler's ad should have a true 18-carat ring about it with not a link missing in its argument.

The ad of the ladies' tailor should be full of "fitting" expressions.

The glove ad should read smoothly—not a wrinkle should be overlooked.

The ad of the barber need not be hair-raising in its effect.

The optician's ad should prove easy reading.

The furniture man's ad should be couched in polished words and not touch on knotty subjects.

John D. Spreckels, Proprietor.

The Great Family Paper.
Into The Homes It Goes.

W. S. Leake, Manager.

THE

SAN FRANCISCO CALL

Published every morning in the year.

CIRCULATION

EXCEEDS 50,000 DAILY.

Best News Service !

Best Staff of Correspondents !

Best Local Equipment !

For Sample Copies, Rates and Further Information,
Address

DAVID ALLEN,

Eastern
Representative,

188 WORLD BUILDING,

NEW YORK.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

A merchant in Omaha, Neb., writes me that he has always had a great deal of trouble with his fans, handkerchiefs and general fancy goods. He says that his trade demands that he have everything new and novel, but that he can't make any money on these goods, there are always so many left-overs that all the profit is eaten up. Now, for a general store, there is only one way in the world that novelties can be handled, and that is to handle them quickly and without hesitancy. As soon as a novelty appears in the market, that is at all likely to attract attention, buy some of it. Don't over-buy it, but show a novelty as soon as it comes. If there seems to be a demand for the novelty buy a little more, but don't over-buy yourself in selling a novelty. Get as good a price for it as you can while it is a novelty. Novelties should always bring much better profit than staples. You can't afford to handle a novelty on the same percentage that you can regular goods. By getting a good profit on your novelties early in their popularity you can then afford to get less profit on any that you may have on hand when their popularity is over. This is the only way that I know of to make a success in handling novelties. The very minute that their popularity begins to die out get rid of them quickly, no matter what price you have to take, because the longer you hold them the worse property they will be. By trading novelties quickly you can often sell your last ends at cost. It is better to do this than to hang on and have to sell them a little later for half cost.

I have at various times been connected with a great number of the larger stores in the principal business cities of this country. In making a study of the various things that help to build success, I find that nearly every business man thinks his own store is different from other stores. He thinks his business is a peculiar one and that the city in which he is doing business needs different methods in order to

win success. Now this is true that every business in every city is slightly different from any other, but in the main grand principles that go to make up the desires and wants of the people, all cities are very much alike. I think that a business man who confines himself strictly to one store very naturally gets his judgment warped to such an extent that he thinks his business and his surroundings are something peculiar. This, however, in the broad sense is not true, for I believe that a business man who would be successful in St. Louis would succeed just as well under similar circumstances in Cincinnati. A business man who can make a success in Philadelphia will under similar circumstances make just as great a success in New York. It is not the city and its people that are peculiar and have to be treated in a particular way, but it is the business man whose peculiar ways of dealing with the people may be right or wrong, and may make or mar the business. I believe that good business methods in one city are also under similar circumstances good business methods in another city. By business methods I mean the underlying principles which govern the way a man deals with the public.

Now advertising is not the same in one city as it is in another. By advertising I mean the style or manner in which an advertisement is written, but the principles upon which advertising should be built remain the same everywhere. The style of advertising that will draw a crowd in Boston might not draw a crowd as quickly in Baltimore, but the principles of having what you advertise, of treating the people fair and square and of giving good values, remain the same no matter where a man goes or what line of business he is conducting. When I hear one business man say about his store and city, Oh! the people here are so peculiar that it is difficult to build up a business, I think how mistaken he is. It is not the people in general as much as it is the man, or the store, or the sur-

rounding business circumstances. The people respond just as readily to good business practices in one city as they do in another.

Along the same line of thought of the preceding paragraph, my experience in various cities has taught me that salesmanship in one city is governed by the same general principles as it is in another city, and yet how different salesmen in some cities are from others. If the same principles are alike everywhere there must be some reason for a difference in people.

Considering the various cities that I know about, I am free to say that New York City has, as a rule in its large stores, the poorest salesmanship amongst its clerks of any city that I know of. I have wondered why this is. The salespeople are practically the same in thought, in living and in feelings as in any other city, and yet the average in attentiveness, courtesy and business ability of the salespeople in New York City is decidedly lower than anywhere else I know of. This question puzzled me a great deal at the start, and it is only since I have had the opportunity to investigate various organizations that I have reached what is to my mind a correct conclusion. Now there are in New York City some stores such as Wanamaker's and Altman's where the salespeople are of a high class. I do not refer to the personal characteristics, education, or home life of the salespeople, but to their ability as salespeople. There are other stores where the salespeople are not attentive to their duties and are not courteous to customers. I think the secret of this is that the New York stores as a rule are themselves to blame, in that they do not pay the attention to training their salespeople into good business habits that general stores do in other cities. They let them go along in a slipshod way, thinking that their only duty is to engage them and discharge them, allowing them to develop or not develop into practical salespeople, as may happen. The houses are to blame for this, in that the stores do not insist upon their buyers or heads of departments training the salespeople in the duties of salesmanship. One of the chief duties that I would consider the head of a department to have, would be training and directing the work of the people in his department. The general head of the house can't

do this as well as the head of the department, as he comes in contact daily with the salespeople and knows all their failings. He has an opportunity to teach them the lessons of salesmanship and upon his teaching depend the kind of salespeople they will be. In New York City the buyers or heads of departments are sadly deficient in this respect and this, to my mind, is one of the chief reasons why salespeople in New York are not as good as they are in other cities. The small stores may do more toward training their salespeople than the larger stores and this may be one reason why in New York some of the small stores hold the trade of the public as firmly as they do.

* *

I was reading the February issue of *Success* to-day and in an article called, "How to build up a business in a small country town" I found several paragraphs which give exceedingly good advice to salespeople and others. A salesman has it in his power to work himself up to a position of prominence, either in some other man's store, or in business for himself much more rapidly and surely than persons in any other lines of business can usually do. Two quotations head the article. One is from Longfellow:

"The talent of success is nothing more than doing what you can do well, and doing well whatever you do."

The other is from Emerson:

"If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten track to his door."

These serve as texts for the article from which I will clip a few paragraphs:

"Pray do you keep shirts?" asked a man of a country storekeeper.

"Yes, sir," answered the man behind the counter.

"Are they clean?" was the next question.

"Certainly!" was the astonished reply.

"Then," said the inquirer, "I advise you to put one of them on."

The principles and the requirements for building up a business in city or country are in general and most particulars the same.

The advantages of advertising are,

wisely enough, loudly and widely extolled, but one truth should never be lost sight of; a man's personality and his establishment are his best advertisements for good or ill. The man in the soiled shirt may have filled several columns with advertisements, and in a large measure nullified the effect by the carelessness of his dress."

"The writer once knew a poor boy who began business in a small room in a country town, with but little capital; he was so polite and accommodating and business-like that he soon attracted attention. When ladies drove up to his modest little store, he would help them from the carriage, hitch their horses in the shade, put a blanket on them in winter, and do everything to make it pleasant for his customers, many of whom came from a distance in order to patronize him and help him to build up his business. He became an honored citizen and the proprietor of the finest business house for miles around."

"It is very obvious that a country store, to hold its custom, must be as neat as the city one, its keeper as immaculate, as prompt, as pleasant and as obliging as his town rivals, and with a stock of good quality from which can be selected many, at least, of the articles which his neighbors will be likely to need and prices which do not compare unfavorably with town prices."

I have known stores to make mistakes in doing too much business. The merchant very seldom considers an over-abundance of business as a detriment, but it sometimes is. In cities where goods are to be delivered nothing enrages the customer more than to fail to get the goods which she has ordered. If your sales in certain lines are going to run so far ahead of your facilities to deliver, they are going to hurt you almost as much as doing the extra business would do you good. I have in mind a certain store in a Pennsylvania city that makes a great feature in sales of house furnishing goods. They will buy an immense purchase of house furnishings and have special sales on them some Monday, advertising the lines extensively. The sales would be so large that it is impossible for the ordinary delivery force to handle them and many of the customers who bought goods on Monday are still waiting for them on the following Monday. Now it is a good thing to be able to

push business to this extent, but it is very poor policy not to provide the necessary delivery facilities to take care of it. The delivery is an item of great importance and has to be watched very carefully. Sometimes it does not even pay from a financial standpoint to have to deliver an immense quantity of cheap house furnishing goods. I have known storekeepers to argue after this fashion: I have got the delivery department and delivery force and therefore it does not cost me anything to deliver goods. They forget the expense of this delivery department which might be saved if they did not have to deliver so many goods.

I was standing in a store the other day opposite the lace counter and noticed two clerks measuring laces for customers. One of these clerks, every time she made a sale, took hold of the piece of lace and stretched it as far as she could over the yard measure. I venture to say that every customer who bought lace and afterwards measured it when they got home, found they were short an inch to an inch and a half on every yard. The other clerk was just the opposite, she didn't try to be accurate at all. She threw down the lace on the counter, laid it loosely over the yard measure and whacked it off anywhere within an inch or two of where it ought to be cut. Now, both of these kind of measurements are bad. One injures the customer and that also means the merchant, and the other injures the merchant although it does not injure the customer. Clerks should be taught to measure goods accurately. The laces that were being sold were not very expensive and consequently the house could afford to give good measure, but if over-measure is given to every customer on every purchase, it would soon amount to a great deal of money which would be a direct loss to the store. A little bit of care will remedy this, a fault which I believe is very common in many stores. See that the customer gets absolutely fair measure, but don't waste your goods. Be careful, however, to see that the customer doesn't get less than what she pays for.

One of the greatest objections that I have to circulars is the fact that there is not one case in a hundred where you can get them into the hands of the people whom you wish to receive them.

San Francisco Bulletin

Thos. F. Boyle, Esq.,
Manager,
The Bulletin
San Francisco.

**ARNOLD'S
ADVERTISING
AGENCY,**

Room 404, Claus Spreckels Bldg

SAN FRANCISCO, Feb 10, 1898.

Sir:

At your request and in the interests of my clients I have this day personally examined your books and verified your claim of 24,944 daily for January, 1898.

Advertisers here know "The Bulletin" to be the great evening daily of the Pacific Coast — Eastern advertisers realize its value more and more. It is clean in news, perfect in distribution and reaches the homes — women — buyers.

Yours respectfully

Edgar J. Arnold.

No other evening newspaper
on the Pacific Coast proves one-
half the BULLETIN's circulation

Daily February Average--25,526.

GUARANTEED BY THE ADVERTISERS GUARANTEE CO.

BEST IN QUALITY_____

_____ **MOST IN QUANTITY.**

Further information
from

F. K. MISCH,
Potter Building, New York.

"THE HUSTLER."

Published by W. D. Boyce, Chicago.

Mr. W. D. Boyce, of Chicago, publishes three greatest weeklies, the *Saturday Blade*, *Chicago Ledger* and *Chicago World*, and he now puts forth a little monthly called *The Hustler*, in which his advertising canvasser writes down the items of information he gleans during his journeys to and fro in search of advertising patronage. The following are specimens of the items which compose the contents of *The Hustler*:

Even in selling letters you will find honesty the best policy.

Business seems to be much better in the West than in the East.

Mr. J. L. Stack is a very busy man these days sending out business.

Mr. Daggett, the publisher and owner of the *Home*, of Boston, made a Western trip recently.

A. L. Thomas made a trip to New York in February. He got a large order from Pyle's Pearlina.

J. Verner Ewan is the papa of a big fat boy, which arrived during the blizzard a month ago.

Pierce Underwood, of Chicago, recently visited New York and established a representative here.

Ask Willis Osborne, of the *New York World*, to sing, "I Went to My Room About Four O'clock."

Irving G. McColl visited New York in the interests of his bright publication, *Advertising Experience*.

Mr. G. A. Wallace made a Western trip for the *Paragon*, of Providence, and took home a hatfull of orders.

The last issue of the *Hustler* spoke of the *Inter-Ocean* having flat rates. We referred to the weekly, not the daily.

The *Heartstone*, of New York, climbed into the band wagon, and has adopted the flat rate, no discount policy.

Some papers of reputedly large circulation are still running big advertisements ordered by the Klotz Agency during its last days.

Col. Frank B. Stevens is quite a philanthropist, as many can testify. He is especially interested in aiding "Old people's homes."

Hon. Frank Holland, formerly mayor of Dallas, Texas, is a genial host and takes good care of friends who cross the Texas border.

The Chicago office of Proctor & Collier Company, which is in charge of Mr. Mahin, has developed a very large business in a very short time.

J. H. Phinney, Jr., the advertising manager of Cuticura, who was recently married, now lives in Medford, Mass., "where the rum comes from."

Mr. Andrew Crystal's success in selling electric belts has been the means of starting several other concerns in the same line in Marshall, Mich.

Mr. Perkins, of Chas. H. Fuller's Advertising Agency, has a reputation of handling more advertising than any other one man in the entire United States.

Glass is the most elastic substance in existence; certain kinds of newspaper circula-

tion come next. Claims are naught, and results are the true test.

Geo. P. Rowell wears a self-satisfied smile, sort of "I told you so." Reports are that a force of more than one hundred are employed in putting up Ripans Tabules.

The albatross has been known to follow a ship for two months without tiring. Certain advertising solicitors can give the albatross cards and spades in this direction.

The busiest man we know of in Chicago is Mr. R. W. Sears, president of Sears, Roebuck & Co. Mr. Sears may well be denominated the Napoleon of mail-order business.

F. M. Lupton, of New York, has one of the finest newspaper manufacturing buildings in the country. He also publishes a choice line of cheap books for the mail-order business.

Mr. Haynes, of Chas. H. Fuller's advertising Agency, closed a handsome contract recently to place all of the advertising for the Rumford Chemical Works, of Providence.

Mr. Stoddart is very successful in representing Munsey's publication in the West. He visits New York a few days each month to infuse the home office with Western hustle.

Mr. E. H. Clark, of Nelson Chesman & Company, is placing some large advertising in dailies for Dr. Kilmer, of South Bend, Ind., and Mollenkopp & McCreery, of Toledo, Ohio.

E. Jones of Boston, the pioneer in the silverware business, wore a happy smile January 13th when he was advised that his family had been increased by the addition of a daughter.

Mr. Comrie, of J. Walter Thompson's Advertising Agency, is placing quite a line of advertising for the Robinson Thermal Bath Company, of Toledo, and for Dr. Whitehall, of South Bend.

W. A. Watkins, formerly of Ohio, where he published an interesting advertising pamphlet, is now connected with the Sawyer Publishing Company, of Waterville, Me., in their New York office.

C. E. Raymond did not take part in the pool tournament on "Ladies' Day," at the Chicago Athletic Association recently. Mr. Raymond pockets pool balls as easily as he does advertising contracts.

A sequence of interesting events in New York City along Park Row happen with such startling rapidity that the first question asked when you met a friend in that locality was, "What is the latest?"

Beau Brummel Kennedy has seen so much of life that he is very blasé and suffers from ennui. He can not endure to sit through an entire performance, and frequently visits three theaters in one evening.

W. R. Clark, advertising manager of the Winchester Arms Co., received his training with Pettingill & Company, of Boston. He is a shrewd buyer and the prime requisite with him is quality of circulation.

A. Frank Richardson took a vacation last summer abroad. He was gone about four months. Since his return he has set a precedent as a hard worker. He may be found at his office from early morning till late at night.

It will prove very interesting to the up-to-date advertiser if he will pick up some of the mail-order papers of five years ago and compare the methods and advertisements appearing then with those of to-day. Many are the changes.

Chas. H. Taylor, Jr., of Boston, is president of the "Ash Pail Club," which meets once a year in New York, on the eve of the

A. N. P. A. dinner. H. W. Montgomery and Robert Ansley are on the board of directors.

Artemus Ward made a speech at the publishers' dinner at the Waldorf-Astoria. He said there were "too many papers in the field," and too few good ones. Mr. Ward is credited with having good judgment in weeding out the "dead ones."

In tropical seas the hues of certain fish are too gorgeous to be reproduced on canvas. The stories of some advertising solicitors regarding the circulation and merits of their paper would indeed be ludicrous if they appeared in black and white.

V. Harry Marlin, the active man in the Marlin Arms Company of New Haven, reports that their factory is simply unable to fill orders for rifles. The stampede towards the gold fields of Alaska has caused an unusual demand for such goods.

R. H. Ingersoll & Brother, 65 Cortlandt street, New York, had a severe loss in February. Their place of business was burned out. They rose Phoenix-like from ashes and their business is moving along with its regular promptness in filling orders.

Mr. J. A. Roberts, connected with Chas. H. Fuller's Advertising Agency in the New York office, is an old timer in the business, and were he so disposed he could tell many an interesting story about the pulling qualities of various mail-order publications.

Pettingill & Company, of Boston, are doing a very fine business. They have a corps of clean-cut, well-trained, wide-awake representatives, who work the field thoroughly, and with a persistency that has brought fame and wealth to this great advertising agency.

Mr. Wilson, the manager of the Chicago office of Nelson Chesman & Company, is placing quite a line of advertising in mail-order monthlies for The Favorite Tailors and F. M. Wood & Company. Both concerns are located in Chicago, and are selling suits of clothes through country agents.

It speaks well for advertising when Mr. Vining, who has charge of the Sidney Novelty Works, tells you that he would like to do more advertising, but the big factory of Sidney Shepard & Company, which is larger than any other five similar concerns combined, cannot furnish him the goods as fast as his agents sell them.

Mail order papers that obtain their circulation by advertising have a clientele of subscribers that were obtained through printers' ink, and it stands to reason that advertising in such papers will produce better results than could possibly be obtained through the medium of papers who get subscribers by old-fashioned methods.

The Post queue invented by Mr. C. W. Post, president of Postum Cereal Company of Battle Creek, Mich., would fill a long-felt want among mail-order purchasers if adopted by the Government. It would do away with loss of coin in transit through the mails, and would be infinitely better than postage stamps in making remittances.

Several large manufacturers of patent medicines in Chattanooga, Tenn., who have for several years been selling their goods through almanacs and circular letters, have turned their attention to newspaper advertising, and good results were immediate. Chattanooga has more large concerns engaged in the manufacture of patent medicines than any other town in the South.

For about four days our friend, A. H. Taylor, was a great man, having for that length

of time officiated as the receiver of the defunct Klotz Agency. Mr. Taylor during his incumbency of the office sold all the old paper (and papers) for junk, realizing thirty dollars therefrom. That amount will somewhat increase the dividends to the creditors of the Klotz Company.

The New York *Journal* sold over a million copies a day during the week the Maine disaster occurred. Boyce's Weeklies reached over a million copies the same week. The people who buy our weeklies are those who live in sparsely settled communities and the smaller cities where the daily does not reach. One-half of the population of the United States never see a daily newspaper.

The W. C. T. U. have made arrangements to indorse and recommend certain kinds of baking powder and soap. The manufacturers of these goods give a percentage of their receipts to the W. C. T. U. There are other concerns who would like to make a similar arrangement; for instance, Pabst Brewery, Battle Ax Plug, and the music dealers in Marshall, Mich., Ft. Wayne and Kalamazoo.

Mr. Frank Price, the advertising manager of the C. & N. W. R. R., recently celebrated his golden wedding. Fifty years of happy wedded life has been his lot. Mr. Price is very interesting when in a reminiscent mood. Despite his years and venerable appearance he is young in everything but years. He is fond of sport, social gatherings and euchre parties. He is a type of an American gentleman that does you good to meet.

The up-to-date advertising man must be a literateur, epicure, patron of the arts and erstwhile politician if he wishes to keep up to the times and be able to converse with advertisers. Every man has a hobby, and if you are able to converse intelligently with him on his hobby, it brings you in close relationship with him, and frequently results in the formation of a friendship which proves of mutual benefit to both parties.

Geo. C. Vining has been connected with Sidney Shepard & Company, the largest manufacturers of tinware in the world, for many years. About three years ago he proposed to them a plan of selling their household specialties through agents. The plan was adopted, and it has been an unqualified success. About ten thousand agents are actively engaged in the United States in a house to house canvass selling kitchen utensils manufactured by this concern.

Dr. H. C. Wilkinson, of Hobb's Sparagus Pills fame, is now the Klondike Promotion Company. He starts about May 1st for the Yukon River. His new boat, the *Fortune Hunter*, 77 feet long, is to be shipped in sections to St. Michaels. The doctor takes along a dozen mechanics and engineers who will put the boat in running order within ten days after arriving at St. Michaels. Afterward all hands will engage in the search for gold. A Gatling gun and a dozen Winchester rifles are in the outfit. Provisions for two years are carried. The doctor confidently and confidentially hopes to return in two years with a million dollars.

We hear many favorable reports from advertisers who use the *Christian Herald*, of New York, and some very discouraging reports from advertisers who have been persuaded to use certain other religious publications. These facts are exactly in line with what we have always claimed. It is easy to understand why the *Christian Herald* should pay advertisers, for the publishers are liberal advertisers themselves, and practically every subscription to their paper was

received in answer to advertising, while some of the other religious publications give a handsome commission to the pastors of various churches of the denomination of the paper, and we believe that many of the subscriptions to such papers are made more with a desire to help the minister than from any wish to subscribe for the paper. The subscriptions obtained by this method can not be as profitable to the advertiser as subscriptions obtained in answer to advertising.

We enjoyed a good laugh the other day when a newspaper publisher in a Western town sent us a sheet of brown paper about two feet square, on which were printed a lot of names and addresses. The letter inclosed with the printed list stated: "Knowing you to be large advertisers, we have taken the pains to inclose you our list of subscribers, in order that you may see the class and standing of the persons who read our papers, and get an idea of the merit of our publication." We thank our friend for calling attention in such a convincing manner to the excellencies of his publication, but after carefully scrutinizing his 351 names on the list, we failed to find the name of any one we are personally acquainted with, and therefore the only way we can judge the character and standing of the people subscribing to this paper is by looking at the quality of the ink and the texture of the paper. This incident reminds us of a certain publisher in Missouri who had a flaming letter-head, on which the information appeared: "Our circulation is now 364 copies each issue; our motto, on to 400."

One of the items reprinted above reads: "Glass is the most elastic substance in existence; certain kinds of newspaper circulation come next. Claims are naught, proofs and results are the true test." The editor of the American Newspaper Directory says that in his dealings with Mr. Boyce's weeklies he always found that he could get "claims," but never proofs. Mr. Boyce asserts that advertisers get results, but he never did explain why he is so chary about furnishing proofs, especially as all the proof asked for was a plain statement with Mr. Boyce's signature. Such proof from Boyce is just about as hard to get as anything in this world that you can't get.

WORTH CONSIDERING.

Some advertisers are going to the extreme of depending over much on their illustrations and leaving out the reading matter too completely; when a clever picture and a trite phrase can tell the whole story it is a triumph of advertising. But all illustrations are not apt enough to be left without some few forceful words to bring the point home. It is surely as great a mistake to say too little as to say too much. An attractive picture may catch the eye and the firm name be glanced at, but there should also be some distinct idea about the goods advertised which will be certain to be carried away. No one could believe more firmly in the use of illustrations than I, but it does seem as if in many cases the ad is left incoherent for the lack of a few well-rounded explanatory sentences. The pictures and the leading matter should supplement each other to attain best results.—*Ad Sense.*

IN GERMANY.

There is a lesson to be learned by our American billposters from their German cousins. It is found in the illustration below. No cities in the world are more exacting in the matter of appearances than the German. Munich is painfully so. Yet Hartl & Pierling have billboards on every corner of that city. They have solved the problem of getting down town—gitting into the congested centers without going to roofs and gables. They have hundreds and hundreds of the above columns on all the princi-



pal thoroughfares of Munich. Every gas-light is surrounded by one. Sometimes they harbor a patrol box, at other places a fire alarm box, but in many instances their erection is sanctioned by the city merely for designating the intersecting street.

They are beautiful though, and advertisers fight for space on them at three cents per half sheet per day. Perhaps if some effort were made in America to render billboards more pleasing to the eye it would be less difficult to obtain sites and less trouble with æsthetic cranks.—*The Bill Board.*

"RED HATS."

Send a man up the street with a red hat, and every man, woman and child he meets will see and comment on him. Why? Because there are no other red hats on men; because he is different from other men; because it's unusual; because it's conspicuous, striking, and something we don't often see. Put "red hats" on your ads and you will hear from them.—*Men's Wear.*

CORSET ads should keep abreast of the times and put on a good front.

THE SCOPE OF THE NEWARK EVENING NEWS.

One of the wealthiest, most populous, and thickly-settled sections in this country is that part of New Jersey which includes the city of Newark and its vicinity, embracing such towns as the Oranges, Bloomfield, Montclair, Morristown, Harrison, Kearny, Summit, etc.

This section is covered

by the Newark Evening News. The News is a high-class, two-cent newspaper, with an average *net* circulation of 40,000 copies per day. Of these 29,000 are sold in the city of Newark, and the balance in the country surrounding.

An exceptionally advantageous community to advertise in, under any circumstances, but particularly so when the resources of the advertiser are limited, for the reason that only a small appropriation will be necessary to reach all the desirable people, through

ONE PAPER.

This fact should commend the News to the proprietors of Summer Resorts, as its use insures the greatest attainable publicity, at the least possible expense.

The advertising rates of the News are moderate.


"The News covers Newark like a blanket."—PRINTERS' INK.

Special New York Advertising Agent,

R. F. R. HUNTSMAN, St. Paul Building.

"You can not keep in a paper which a woman reads without her noting you.
If she has a use for your article she will find it in time."

The Woman of the House

DOES THE PURCHASING
FOR THE FAMILY. 

She reads the local paper religiously—and believes what she reads. In a great many cases it is the only paper she sees. The people living in the section of country covered by the

Chicago

Newspaper Union Lists

depend on the local or home paper for the greater part of their news. But don't lose sight of the fact that these papers are country in name only; they are well edited, of excellent typographical appearance and their news the most select and varied. When you place your advertisement in the Chicago Newspaper Union you can rest assured that you have placed it in the best combination of local papers in existence—in many cases the only ones in the locality.

Our Latest Catalogue for the Asking.

CHICAGO NEWSPAPER UNION,

10 Spruce St., New York. 87 to 93 S. Jefferson St., Chicago.

The List is composed of 1500 daily and weekly papers, having a combined circulation of more than a million copies each week, and published in the rich and prosperous Middle West, comprising the States of Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa, Nebraska and South Dakota.

SOME OBESITY CURES.

BRING SUGGESTIONS FOR OBIATING THE UNHAPPY TENDENCY OF THE "LITTLE SCHOOLMASTER" TOWARD AN UNBECOMING CONDITION OF STOUTNESS OR FATNESS.

Office of
MOSES & HELM,
C. Dan. Helm, Bert M. Moses,
111 Nassau street,
NEW YORK, March 9, 1898.

Editor of PRINTERS' INK:

This is written in answer to your editorial in to-day's PRINTERS' INK requesting the readers of the Little Schoolmaster to make suggestions as to how its bulkiness may be reduced.

Why not devote say three pages each week for "department" use only? One week these three pages could be occupied by the Department of Criticism, the second week by the Department of Store Management, the third week by the Department of Ready-Made Ads and the fourth week by one of the series of articles on the subject of Illustrations and Display. In this way no feature would be entirely thrown out and the readers would most likely be served to a more palatable repast. The trouble with most regular departments lies in the fact that so much matter has to be ground out each week, whether the writer has anything worth saying or not. The consequence is that much matter creeps in which is more in the nature of a "filler" than anything else. A department is seldom so well edited as other portions of a publication, although there is no reason why this should be so. If the editor of a department sends in good stuff, it ought, of course, to be printed, but if, on the other hand, it is something which will not be of real value to a considerable portion of the advertising world, it ought to be thrown out just like communications sent in by outside contributors.

Our suggestion of alternating the standing features of PRINTERS' INK, letting each appear every four weeks, would probably make each department more valuable. The different editors could boil their stuff down and separate the wheat from the chaff. The good points which might be contained in four ordinary articles could be condensed into one. In this way the matter now sent in as "fillers" would be killed with a blue pencil.

Very truly yours, MOSES & HELM.

Anti-Fat Prescription for the Little Schoolmaster—(1) Keep all the departments running, but cut them down to one-half the space they now occupy.

(2) Double your advertising rates and charge extra for full pages. A half-ad in a 32-page PRINTERS' INK, with reading matter on other half of page, ought to be as valuable to the advertiser as a full-page ad facing reading matter in a 64-page number. "Yours for health," W. H. EASTMAN.

EAST SUMNER, Me., March 11, 1898.

I spend something like an hour each week reading PRINTERS' INK, and this morning when I read your editorial on page 50, it occurred to me that I might take a hand in helping you out in your dilemma.

In looking through your advertising columns I notice that eight full-page advertisements are for the benefit of PRINTERS' INK or Geo. P. Rowell & Co., who are, I understand, practically one and the same firm. Now to me this advertising, together with the frequency in which the name of Geo. P. Rowell & Co. is mentioned amongst the reading matter, has a cheapening effect. I would

suggest respectfully that when you have a number of special announcements you content yourselves with a couple of pages in each issue or else print an eight-page booklet and send to every name on your list.

I like the department of "Illustrations and Display," and would not care to see it discontinued. The "Department of Criticism" is splendid always, but why not arrange with Mr. Bates to have his own paper, *Criticisms*, sent to PRINTERS' INK readers who are willing to pay a slight annual increase for the two papers?

Maybe you will claim that your columns are too narrow to entertain a proposition that advertisements like the New York *Times*, and other full-page advertisements in that part of the paper, be confined to a single column of space? I believe that half-page cards alongside reading matter are quite as effective as a whole page. Yours truly,

A. W. LAW, Sec'y-Treas.

TORONTO, March 10, 1898.

Offices of
L. S. PLAUT & Co.,
"The Bee Hive,"

The Largest Dry and Fancy Goods House
in the State.

707 to 731 Broad Street.

NEWARK, N. J., March 9, 1898.

Editor of PRINTERS' INK:

Increase your advertising rates, but don't reduce the number of pages—not enough as it is. However—

Mr. Bates could send his criticisms by mail to those interested. Those interested could inclose stamps for mail service.

Mr. Jones is very interesting.

Mr. Dixey could make his appearance, say once a month.

Moses and Helm are gems in their way. They would be missed.

Mr. Kissam is apt to tell all he knows in his ads, that is to say, all about car advertising. Any one who is not convinced as to the wealth-creating value of car advertising after reading his hundred dollar a page adlets, will not be made a convert through any argument set up elsewhere in PRINTERS' INK.

As long as I can get PRINTERS' INK in my pockets, it will never grow too big for me, and when it does, I'll get bigger pockets.

CHAS. MICHAEL.

Office of
THE BIG DEPARTMENT STORE,
Cor. Fifth Ave. & Market St.
McKEESPORT, Pa., March 13, 1898.

Editor of PRINTERS' INK:

We are very much interested in your editorial of March 9th, and think that if any department should be taken out it would be that of the Street Car Department. We think this would interest less people than any other department. We would like to hear more from Bates and Jones in their departments. By no means lessen the quality of the paper. Respectfully,
H. C. & J. K. SKELLEY.

BALDWINVILLE, N. Y.,
March 13, 1898.

In an editorial in PRINTERS' INK of March 9th you complain that "the increasing size of PRINTERS' INK has given cause for many anxious hours and wakeful nights of late." If you would omit about two-thirds of the ads relating to the business done at No. 10 Spruce street, I believe you would have no trouble in sleeping nights, and could snatch a couple of hours in the afternoon. The issue of March 9th contains ten pages of displayed advertisements relating to your busi-

ness. If you will employ the time consumed in preparing these ads in writing an article that will benefit advertisers, you will not need to print two pages of "testimonials." I also think your "displayed jokes" could be profitably omitted. The departments you speak of leaving out are the one redeeming feature of PRINTERS' INK, and, in my judgment, should be given preference over everything else. Were these departments abandoned, PRINTERS' INK would sink to a level with "Copy Hook" and like publications.

Yours respectfully, H. V. WATSON.

St. JOSEPH, Mo., March 11, 1898.

Editor of PRINTERS' INK:

You ask for advice in March 9 PRINTERS' INK. Now everybody can give advice—is the experience of twenty years in the newspaper business—and they like to do it. So to "play even" the writer advises PRINTERS' INK, regarding the elimination of special departments: Sharpen the blue pencil a little more—and leave out no popular special feature. Respectfully submitted, BEN. F. HILDEBRAND, Advt. Dept. Herald.

DANBURY, Conn., March 14, 1898.

DEAR PRINTERS' INK—If I can spare any part of PRINTERS' INK it's the Tram Car Department. I don't know as I mind if PRINTERS' INK does grow stout and I can find something else to deny myself without any special inconvenience. Yours very truly,

JOHN A. KERSHAW.

An anonymous thief at Saginaw, Mich., East Side, avails himself of one of N. W. Ayer & Son's post-paid envelopes to give PRINTERS' INK this preposterous advice:

If you would omit all the stuff praising yourself and your business and your own ads, and the stuff running down weeklies, of which this number contains not less than eighteen pages, it would go a great ways to relieve the bulkiness of PRINTERS' INK.

ROSSVILLE, Ill., March 9, 1898.

Editor of PRINTERS' INK:

You are speaking of eliminating a department or so from the Little Schoolmaster. Don't do it. The departments you have now in PRINTERS' INK are all needed there, according to my way of thinking, and I should hate to see any go. If, however, you must drop any, please save that of Mr. Bates from such a fate. Sincerely yours, ARGO M. DILL.

DARDANELLE, Ark., March 11, 1898.

Editor of PRINTERS' INK:

I notice in your issue of the 9th inst. that you are contemplating the abolishment of some of the special departments in PRINTERS' INK, and ask your readers to express themselves relative to the matter. I have been a constant reader of PRINTERS' INK for several years, and the department that has interested me most and been most beneficial to myself and advertisers, is that of "Ready-Made Advertisements." In every issue there are suggestions and practical ideas in this department which aid greatly in composing ads.

Yours truly, H. M. JACKSON.

Office of
EMICH'S DEPARTMENT STORES.

BROOKLYN, N. Y., March 14, 1898.

Editor of PRINTERS' INK:

Here is my response to your editorial of March 9, regarding overgrowth of P. I.

Leave out Mr. Bates' independence and Mr. Jones' matterofactness and Mr. Dixey's enthusiasm and Messrs. Moses & Helm's ad

architectural display, and Mr. Kissam's car education, and you'll leave the life out of the Little Schoolmaster.

I dare say the contents of every one of the departments referred to are more generally, eagerly and thoroughly read than anything else in PRINTERS' INK. I don't think 100 pages too many. However, lessening the size will quickly adjust itself, if you take the pith out of the best advertising educator.

I would prefer paying for advertising space one-sixteenth of a cent per line per thousand standard, as you term it, with Bates, Jones Dixey, Moses & Helm and Kissam as tutors, to paying one-seventeenth of a cent per line without their power and attraction. Yours truly, O. N. POWELL.

INDIANAPOLIS, Ind., March 14, 1898.

Editor of PRINTERS' INK:

In the issue of the 9th you invite opinions as to the advisability of cutting down the pages of PRINTERS' INK, omitting one or more of the departments. Don't do it. Raise the advertising rates to \$150 a page. If space has been worth \$100 a page in PRINTERS' INK in the past, it is well worth \$150 now.

Make the subscription price \$10 a year.

The man who can't get \$10 worth of information out of PRINTERS' INK in a year has no good excuse for taking it.

I have taken PRINTERS' INK for a year.

I would not take ten times \$10 for the ideas I have received from it in that time.

I have made over ten times \$10 by the use of the ideas in the past two months.

Bates, Jones, Dixey and the rest of the department editors can't very well be spared.

What they don't know about advertising they will find out, and PRINTERS' INK readers will get the benefit of their knowledge.

And what they will say about advertising in a year will be worth many times \$10 to any one interested.

Raise the advertising rates and the subscription price.

There will be some "kicks" perhaps.

PRINTERS' INK is solid enough to stand it.

And it would be no new experience.

Very few patrons would be lost by it.

A good thing is worth all it costs—and more.

PRINTERS' INK may be big and a little clumsy to handle, but it is "meaty."

It does not need an anti-fat treatment.

Very truly, S. J. McDONALD.

KOSCIUSKO, Miss., March 13, 1898.

Editor of PRINTERS' INK:

PRINTERS' INK is not bulky—not too large—but for the sake of PRINTERS' INK take out the Department of Store Management, or else get some person to manage it whose mind is not so entirely taken up with his own importance, and who does not wish to pattern after another contributor to PRINTERS' INK, whose ability as an advertising specialist can not be touched by Chas. F. Jones with a ten-foot pole. E. K. ANDERSON.

WHERE AMERICAN MAGAZINES GO.

The wide range of the circulation of American magazines and the manner in which they penetrate the farthest points of the earth found new evidence last week when a single list of five hundred subscriptions to the *Ladies' Home Journal* was received by that magazine from Bulgaria, the list being headed by the name of Her Royal Highness the Princess Maria Louise. George Kennan the Siberian traveler said that he found this magazine in homes on the steppes of Siberia, while Peary met with it in Greenland.

It Stands at the Head

OF

Resort Mediums.

It prints more Resort advertisements than any publication in the world. Circulation, Quality, Low Rates, its Free Information Bureau and Large Returns have made

The Brooklyn Daily Eagle

The Best and Most Extensively Used SUMMER
RESORT MEDIUM in the UNITED STATES. . . .

Think of it! Over 200 pages of Resort advertisements printed in 1897.

THE EAGLE Free Information Bureau is one of the most novel and unique as well as the most helpful departments ever established. Over 15,000 people annually make use of its advantages in facilitating their summer plans; the Bureau acts as your Brooklyn and New York agent. Send for Listing Blank, Picture of the Information Bureau and EAGLE Advertising Rate Card. Address,

Eagle Information Bureau,
Main Office, Rooms 28 and 29,
Eagle Building, Brooklyn-New York, N. Y.
Branch Bureau,
952 Broadway, Manhattan-New York.

HOW UNGUENTINE IS ADVERTISED.

Unguentine is an antiseptic astringent lotion, manufactured by the Norwich Pharmaceutical Co. of Norwich, N. Y., and advertised only to the medical profession. In the *American Medical Journalist* (St. Louis), for February, is an interview with Dr. Lillard, who manages the advertising, from which the following is extracted:

"To what extent are you now advertising, and what mediums are you using?"

"We are now in about sixty medical journals, having placed the same territorially, in local journals, so as to cover the entire country locally."

"Do you use any other than medical journals?"

"No, we do not; but as an auxiliary, we use the leading drug journals, two to three times a year, so that druggists may become more familiar with our goods and prices. We advertise exclusively to the medical profession, and all our specialties are sold only on physicians' prescriptions."

"How do you select your mediums?"

"We try to procure the best local journal in each locality where there are more than one, and while the price has something to do with it, yet, if the journal is a first-class, strictly ethical medical journal, and not a house organ, price does not cut any figure in it. We take into consideration the age of the journal, and the standing of its editor."

"Do you place your advertising direct?"

"In nearly every instance, yes; although this year, for the first time, we have made better terms on one or two mediums through their special agents."

"What about rates?"

"I will say this much, that there are very few medical journals whose rates are not subject to discount if you only know how to go about it."

"Do you make any trade contracts?"

"No, sir. I do not approve of this method of throwing goods upon the market."

"Do you key your advertising?"

"Yes we have done so for the past four years."

"How do you do this?"

"By changing our advertising matter for different journals in various parts of the country, we are enabled to trace directly the replies of from twenty-five to thirty per cent of those who do not mention any journal."

"Do you write your own advertising?"

"Yes, almost all of it; though I frequently call to my assistance the adwriters."

"Do you illustrate your ads?"

"In most of our advertising of Unguentine, we have for the past three years used either the cut of our one-pound jar or the portrait of Sir Astley Cooper. In our other specialties, such as Leinol and Sanguinol, only type."

"How often do you change your ads?"

"In monthlies we can only change them quarterly, but in the weeklies we change them monthly, and in the fortnightly journals we are allowed two changes to each quarter, or eight during the year."

"Do you think that illustrations are better than plain type in advertising?"

"If the illustration is pertinent and represents the package, bottle, or jar, or a medical portrait, I am of the opinion that it is of decided advantage, but such illustrations as we see sometimes used in medical journals of trolley car accidents or coarse jokes, I have no faith in."

"What do you spend each year for advertising?"

"It runs into seven figures."

"Do you ever use college announcements, programmes or schemes?"

"Not if we can avoid it. We receive about one letter each day for something of this kind from all parts of the country, and we could expend ten thousand dollars a year on it if we used one-half of them."

"Which class of journals do you get best returns from?"

"The weekly journals, and next the fortnightlies, though there are some few monthlies that bring us in a larger number of inquiries for samples than the weeklies, yet the class of people who read these monthlies are usually located in isolated places, where it is difficult for them to get a further supply of our preparation without they order direct, as their jobber does not care to break a package, and they either use so small an amount, or their patients are too poor to make it an object for them to buy original packages. The results from weekly and bi-weekly journals are from the class of people that caused us to get up the new five-pound package which was a success before it was ready; we had orders for over two hundred of them before a single tin was filled."

"What are the sales on Unguentine?"

"Last year they went over thirty thousand pounds, and if the sales for 1898 can be based on the first fifteen days in January we will sell over sixty thousand pounds in 1898."

"How many journals did you use in 1897?"

"Thirty-one."

"How many did you say you were using this year?"

"Fifty-nine."

THE COMING NEWSPAPER.

"I have a scheme that is a sure winner," said a newspaper man the other day. "It is in line with the tendency of the times—perhaps it is a few years ahead—but it is bound to come sooner or later."

"Tell us about it," said an advertising solicitor whose head had grown gray in the pursuit of the elusive contract.

"It's so simple, I wonder no one has attempted it before," said the first speaker. "This is the way I should work it: I should go into a city of, say, 50,000 people. The larger the number of papers already occupying the field the greater my chance of success. I should get together the best corps of editors and reporters to be had; equip a plant with every mechanical aid to the production of as handsome a sheet as Chicago can show, and start my paper. It would be delivered free to every house in the city, and sent to mail subscribers at the nominal price of \$2 a year. I should solicit advertising on the basis of fifty per cent of the combined rate of all the other papers in the city. With a circulation absolutely covering the field, any advertiser could readily grasp the advantages my paper could offer as an advertising medium. Why, for half the amount he now spends for newspaper advertising he could cover the field thoroughly by using my paper.—*Newspaperdom.*"

CORRECT ENOUGH.

No business in this land was ever built up by programmes, city directories, maps and the like. Such things may be an aid, but they never are the foundation of a business. They do not reach many people, and those that do read them generally treat them contemptuously.—*Macon (Ga.) News.*

Ads offering false teeth ought not to make readers feel down in the mouth.



The Woman's Home Companion is to-day the wonder of woman's journalism, and although not a new magazine, yet its artistic and literary improvements have been so rapid and marked—the transformation within the past eighteen months so stupendous—that it has found practically a new constituency in the most sumptuous and refined homes from Maine to California.

The famous staff of authors and artists includes Octave Thanet, Lillian Bell and a score of others.

Advertisers of high-class products who have tested the Woman's Home Companion say the results are simply enormous.

Forms for May issue close April 1st.

MAST, CROWELL & KIRKPATRICK, Publishers

108 Times Bldg.
NEW YORK

SPRINGFIELD, OHIO

1643 Menadnock Bldg.
CHICAGO

ADVERTISING MONUMENTS.

TROY, N. Y., March 4, 1898.

Editor of PRINTERS' INK:

The business of monument selling is one of those peculiar trades which it seems at first thought can not be successfully advertised. It was my fortune not long ago to be asked to solve the problem for one of the largest monument dealers in Northern New York. The house had been using a space of three

Are You Going

To buy a Monument, Headstone or Marker? If so, buy direct from the quarry and save from 10 to 20 per cent. Designs and prices upon application.

Railway Granite Co.,
2 Second Street.

A. A. FLINT, Res. Part.

FIGURE 1.

inches double column, in two dailies and three Sunday papers in a city of 70,000, and from this they gained so little results that they decided to cut off every paper. I induced them at this time to stay in one paper, a morning daily reaching the wealthier class of people in the city. This space was reduced from three inches double column, on a poor inside page four times a week, to three inches single column, on telegraph page twice a

Good looks, workmanship, talent, stock, equipment, enter into our business. There is no business that demands so much from the maker as successful monument building, and to have won success is to merit it.

We have won success and can give to you better service than any other house, and at a less cost.

We want to talk with you—a personal interview will convince.

RAILWAY GRANITE CO.
2 Second Street.
A. A. FLINT, Res. Partner

FIGURE 2.

week. The old ads the company had been running were of the large display type style, like the one shown in figure 1, and a radical change was here made and all display was removed, the ads being set in 12-point old style roman, without ornaments or borders, like the ad shown in figure 2. Where the old ads had run to the question of cost almost exclusively, and that in a general way, the ads were now written to cover a particular point of monument selling each week. Thus

qualities of stones was treated one week; facilities for design another; price possibilities, etc., were each treated in turn. The results were not immediately noticeable, but gradually letters began to come in asking questions and naming something they had seen in an ad. Added to the newspaper work a neatly engraved note, printed on fine wedding stock, was mailed to the immediate survivors of any whose death notice appeared in the papers. This note was mailed about two weeks after the funeral and read as follows:

THE RAILWAY GRANITE CO.,

MONUMENT BUILDERS,

Desires your permission to call and present designs and prices of their work.

2 SECOND STREET.

Inclosed with this was a stamped and addressed envelope, and while the policy of sending such a note was for a time a question to me, it was soon dispelled by the number who made use of the envelopes, either to name date when the company's man might call, or asking some question of interest.

FRANK G. MACOMBER.

AT THE HUB.

BOSTON, March 15, 1898.

Editor of PRINTERS' INK:

Even the mendicants are becoming imbued with the craze for catchy advertisements, for I noticed to-day a blind beggar in the Public Gardens with this startler painted on a placard swung 'round his neck: "I can't see the cake walk." As sandwich men carrying banners are prohibited in modern Athens, the business men dress up the walking advertisements in some grotesque manner and attach a small card to their garments, and the rivalry has become so energetic that the streets at certain hours resemble those of New Orleans during the mardi gras. Men rigged out as Klondikers, clowns and all kinds of characters are met with. The fellow, though, that most people stare at goes about on stilts concealed under long trousers that make him appear about twelve feet high. FAX.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., March 9, 1898.

Editor of PRINTERS' INK:

Two fine-looking stuffed seals deck a stationer's window to put an accent on the genuineness of the many pocket-books carelessly scattered about them. "Twenty-five cents will cure that cough," says a druggist. "Chawing wax, five packages for five cents," says another, in bold, white paint. A phonograph doing duty out of a transmogrifier attracts attention to "Edison's Wonders." Two good-sized telegraph poles upon which hung broken wires helped out a catch sentence lately given the public. It was: "Broken Lines." GEO. B. FORREST.

A CHICAGO CURIOSITY.

CHICAGO, Ill., March 9, 1898.

Editor of PRINTERS' INK:

I inclose an ad from the *Chronicle* that

A YOUNG man, good looking, intelligent and affectionate, would like to marry some lady of fair means who would give him a chance to make a man of himself. Address O 66, Chicago Chronicle.

strikes me as a curiosity. Yours truly,
C. E. SEVERN.

The ads of Klondike companies should be written so as to make readers take stock in them.

SEE WHAT THE GREAT GRAIN MEN
OF THE NORTHWEST SAY
OF THE

Minneapolis Journal

C. A. PILLSBURY WRITES :

Minneapolis, June 15, 1897.

Publishers *The Journal* :

Gentlemen—Without reflecting upon the ability of the other market correspondents in Minneapolis, I wish to say that I consider that the market page of the *Minneapolis Journal*, taken as a whole, year in and year out, is the best of any published by any paper in the twin cities. In saying this, I do not wish to be understood as reflecting upon the ability shown by the market correspondents in the market pages in some of the other journals in the two cities.

Yours respectfully,

C. A. PILLSBURY.

STRONG, CLEAN CUT AND RELIABLE.

July 22, 1897.

Lucian Swift, Esq., Manager *Journal*, City :

Dear Sir—We wish to acknowledge, by a voluntary testimonial, the work of *The Journal* in its daily presentation of a strong, clean-cut market page. We consider *The Journal* market reports reliable and the best in the Northwest. They are presented in good form and show careful work at all times. Your daily price diagrams, representing the market for the day, are a feature that no producer of wheat in the Northwest should be without.

Very truly yours,

WASHBURN CROSBY & CO.

F. H. PEAVEY'S GOOD WORD.

Minneapolis, June 22, 1897.

Mr. Lucian Swift, Manager *The Journal* :

Dear Sir—Your market reports are very commendable, accurate and correct. I think they are unequalled by any paper in the Northwest. I take great pleasure in reading them, because I have found Mr. Jones, commercial editor of *The Journal*, very correct and careful in all his statements, with no tendency whatever toward sensationalism.

Very truly,

FRANK H. PEAVEY.

F. G. LOGAN, COMMISSION BROKER.

Chicago, June 18, 1897.

Mr. Lucian Swift, Manager *The Journal* :

Dear Sir—We have observed the enterprise with which the *Minneapolis Journal's* market reports are prepared, which, of course, as you know, counts for a good deal with us grain men. The statements have excellent standing in the grain trade generally, here and elsewhere. We are pleased to commend you for the excellent work you are doing, and remain, faithfully yours, F. G. LOGAN.

GOOD WORDS FROM JAMESTOWN.

Lucian Swift, Manager of *The Journal* :

I find *The Journal* the most satisfactory of all my papers. For a busy business man it contains, in the least possible space and with the most convenient possible arrangement, all the news, and especially all the market, commercial and financial information, while its editorials treat freely and fearlessly all current and live topics. Yours truly,

E. P. WELLS,

Jamestown, N. D.

Circulation Exceeds 40,000.

The Largest Circulation in the Greatest Wheat Territory in
the United States.

For rates, etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising.

41 TIMES BUILDING,
NEW YORK,

87 WASHINGTON ST.,
CHICAGO.

IN HIS OWN VERNACULAR.

CAMERON, Mo., March 7, 1898.

Editor of PRINTERS' INK:

I notice in your issue of February 2 a brief note under "Two More Advertising Chinamen," but no mention of Charlie Lung, the "good Missoulia" celestial, who is an active user of newspaper space in this section and who has a fine growing business here. He

Ho Mo.



Boys and girls bling big bundles washes to Charlie an say "Hey, Charlie, you Missoulia make good addee in SUN. Ebly dlay new felah come to heb was he made snow white

CHAS. LUNG'S LAUNDRY

writes his own ads partially, but the pigeon English is your correspondent's innovation; and when, shortly since, regulation Queen's English was introduced, Charlie rushed into the business office with flying queue and ordered his "pedgen" resumed. Yours truly,
GRAHAM BURNHAM.

IN ITHACA.

ITHACA, N. Y., March 8, 1898.

Editor of PRINTERS' INK:

Druggist Todd perfumed the Lyceum Theater the other night with Hess' Blue Violet, the occasion being Sousa's Band. He announced on the programme that "Todd sells this dainty perfume, and he only." This is pretty good advertising when it is taken into consideration that there's but one play-house in the city, and that one of the best in the country, where the audiences are noted among the profession as highly refined and appreciative. HANCE TOMPKINS.

A RECKLESS NEBRASKAN.

LINCOLN, Neb., March 10, 1898.

Geo. P. Rowell Advertising Agency:

We note with pleasure that a market value of advertising space has at last been agreed upon. This is to authorize you to place a two-page advertisement for 52 insertions in PRINTERS' INK at the same rate which you secured from the Chicago Record for The Ripans Chemical Co., payment to be made monthly in advance. Will send copy upon receipt of your acceptance.

THE PRESS PUBLISHING CO.
Per F. H. Nagel, President.

THERE should be variety to the ads of vau-deville companies.

BROMO QUININE A TRADE NAME.

The Paris Medicine Company, of St. Louis, has recently won a suit in the U. S. Circuit Court for the district of Indiana, which establishes, judicially, the validity of the words, "Bromo Quinine" as a trade name.

Dr. Newton C. Davis, a manufacturer of proprietary medicines of Frankfort, Indiana, was the defendant in the case. Davis had put upon the market a preparation which he called "Bromf Quinine." It was in tablet form, identical in shape, size and color with the "Laxative Bromo Quinine Tablets" of the Paris Medicine Company. The containers were also somewhat similar to those used by the Paris Medicine Company, and were recommended for the same purposes.

On account of numerous counterfeits, the Paris Medicine Company have for some time stamped the letters "L. B. Q." on their tablets, and have advertised to the public that none without those letters were genuine.



Davis' Tablets were stamped "D. B. Q.," the letters being exactly like those used by the Paris Medicine Company. That Davis' preparation was sufficiently like the genuine to deceive the ordinary buyer, can be seen from the accompanying cuts, which are exact reproductions of the two preparations.

The court decreed that the words "Bromo Quinine" constituted a valid trade-mark, which was the property of the Paris Medicine Company, and ordered that the said Davis be perpetually enjoined from using the words "Bromo Quinine," or any words similar to, or only colorably differing from such words, or from using any mark, contrivance, label, or device on any boxes or tablets manufactured or sold by the said Davis, as might lead to the belief, in the mind of the purchaser, that he was buying the goods made by the Paris Medicine Company, and known as Laxative "Bromo Quinine Tablets."—*National Druggist.*

GOOD ADVERTISING ADVICE.

What you pay is not half so important as what you get, in advertising. The cheap medium is nearly always much more expensive than the high-priced when results are considered. Some people think the value of an advertisement is difficult to measure—so it is in some mediums—but the old, old standard of results generally determines the value of space. Some space is worth a dollar a line, some is worth three, and there is space offered, and sold too, at ten cents a line.

Judicious advertising is the best paying investment that a business man can make, provided he is advertising something that has real merit, and for which there is likely to be a popular demand. The soundest kind of investment in stocks, bonds, real estate, etc., is liable to a fluctuating value, and that is about the worst thing that can be said about judicious advertising. But its percentage of returns on the outlay is larger, and that is why it may be considered as a pretty solid investment when properly done.—*The Curtis Publishing Company, Philadelphia.*

THE bookbinder is bound to book orders by advertising.

NOTES.

A BOOTBLACK in New York offers to customers fresh cut flowers with every shine.

IN the center of an attractive window display Isadore Collat, clothier, of Savannah, Ga., recently placed a large bicycle constructed of scarfs and neckties.

ON Wednesday, March 16, Mr. Robert Ogden, of John Wanamaker's, delivered a speech before the Merchant's Association of N. Y., on Advertising as a Business Force.

SEVERAL English firms are using the backs of dominoes for advertising purposes, and others are using chess and checker boards, the backs of playing cards and a variety of other games.

HEALD's Business College, of San Francisco, issues its catalogue in the form of a cloth-bound volume, which contains a mass of information on the courses, etc. It seems to be compiled skillfully and interestingly.

"THE best paper," says PRINTERS' INK, "covers the cream of the trade in any section." Wrong again! By way of a reduction *ad absurdum*, what paper would PRINTERS' INK select as the best in New York City?—A. Ward.

ON the 11th of March, 1897, the Ripans Chemical Company employed eleven persons in the manufacture of their products. On the 11th of March, 1898, the same company employed one hundred and eleven persons for the same purpose.

A CHICAGO gent's furnishing store has a unique card on a pile of socks. "The price will tickle you, but the socks won't," and in the necktie window is this, "Can't resist? We know it. It's the tie maker's fault—he makes them too good."

A PROVISION dealer in Gansevoort street, New York, has two curious signs outside his door. One reads: "Cheese of two kinds—the kind that bites and the kind that you bite"; and the other is, "If you miss the 'u' from *offer* you will find it in *quality*."

"HELPS Over Rough Places" is the name of a book bound in imitation leather paper, issued by Enoch J. Salt, advertising manager of F. & R. Lazarus & Co., Columbus, Ohio, at \$1 a copy, containing a large number of bright, snappy head-lines, interesting phrases and arguments for the use of retailers.

THE J. C. White Company have inaugurated a novel advertising scheme. They are to give away a high-grade wheel every week. A chance will be given with each 25-cent purchase or under, four with each dollar's sale, 40 for \$10 sale, 100 for \$25 sales, etc. The wheels are on exhibition in their show window, and they are very handsome.—*New Britain (Conn.) Herald*.

A GOOD-LOOKING young woman with yellow curls and blue eyes stood in front of a drug store on Broadway yesterday afternoon. She wore a mortarboard cap set coquettishly over one ear. In one hand she carried a bunch of white and pink carnations, in the other a packet of circulars. When a man left the drug store soda fountain she stepped up to him, pinned a carnation on the lapel of his coat, and then bestowed one of her circulars upon him. The circulars advertised a whisky concern. The form of advertising was certainly a new one on Broadway. The young woman took up several posts during the afternoon, but always in front of drug stores. She disappeared when her stock of carnations and circulars gave out.—*N. Y. Sun, March 9*.

THE PRESENT TREND.

Advertising is no longer an experiment. Business men have recognized its value for a long time, and have profitably spent millions of dollars to bring their goods to the notice of the public. Time was when circular and poster advertising were looked upon as a good investment, but of late years the great majority of advertising experts have turned their attention almost exclusively to newspapers. The handbill which, a decade or more ago, was popular in all the small cities of the country, has been supplanted by artistic display announcements in local newspapers; and many general advertisers have discarded almanacs, calendars and picture cards in favor of daily and weekly journals of good repute and the great monthly magazines. The business man who in these days of fierce competition fails to keep himself before the public is destined to end his commercial career in the bankruptcy court. He may manufacture the best article in the world, but unless he lets the world know of it, it will not buy from him or his agents. The day when the merit of an article was advertised by satisfied buyers among their friends will never return again. In the first place, business is done on a larger scale; and, secondly, so many really valuable things are every morning and evening offered to the public that the personal recommendation of one or two individuals is ridiculously insignificant.—*A. N. Kellogg, Syndicate Letter*.

BURIED in a fur coat, with his hands deep in his pockets, a man passes on the boulevard a man distributing handbills. Very politely, but without taking his hands out, he says to the distributor: "Thank you kindly, my friend. But will you have the goodness to throw it on the sidewalk yourself?"—*Figure*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WRITE for special plan to produce 10 pp. Sat. and Sun. papers at lowest cost. BERGGREN, care Printers' Ink.

5 LINE AD in 30,000 publications. Mail samples and terms. 10 cents buys a "War Souvenir," C. E. STEELE, Norwich, N. Y.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes it Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

\$22,000 EARNED by one agent with free outfit in 5 years. Several earn \$1,000 yearly. P. O. 1371, New York.

POSITION WANTED as business manager on established paper. Excellent testimonials. HAMILTON, Box 10, Manchester, Virginia.

GORDON PRESS, also paper cutter with finger gauge. State lowest cash price. STANDARD PRINTING CO., 321 Penn Ave., Pittsburg Pa.

A BUSTLING newspaper man with a few thousand dollars can find opportunity for splendid investment by addressing "J., Printers' Ink."

EXPERIENCED advertising solicitor desires position in New York or other large city. Exceptional references. "SOLICITOR," care Printers' Ink.

25 CTS. a line for 50,000 proven. **WOMAN'S WORK**, Athens, Ga.

I WANT to represent another Eastern publication in this territory. Can send in good business. Best references. **C. B. DARLING**, 79 Dearborn St., Chicago.

A COMPETENT man and college graduate, who has had experience on the daily and trade press, desires an editorial position. Address "A," care Printers' Ink.

DRUGGIST, editorial experience, wishes management of compounding and advertising departments of proprietary concern. "ABILITY," Printers' Ink.

ADVERTISING Designer, Illustrator and Writer desires position. Qualified in anything from magazine ad to "a forty sheet," plain or colors. Address "AD ARTIST," Printers' Ink.

I AM familiar with the Eastern advertising field, and want to represent one or two good papers in New York. Salary or commission. Address "AD MAN," care Printers' Ink.

AN experienced man with a small capital to invest to take responsible charge of advertising, subscriptions and job work of daily in city of 17,000. "FINE CHANCE," Printers' Ink.

TWO PUBLISHERS having weekly story paper which does not give proper return, I believe I have plans that would bring the desired results. Correspondence solicited. **AMOS W. HIDEOUT**, 7 St. Paul St., Boston, Mass.

STAMPS WANTED. We buy in any quantity uncancelled U. S. and Canadian stamps at 4 per cent discount. Correspondence solicited. Gold dollars wanted at \$1.35. **WHITEHEAD & CO.**, 481 Broadway, New York City.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address **THE WINCHESTER PRESS**, Winchester, Va.

PERSONAL.—An experienced newspaper man with some means can learn of an excellent location for a new daily in a leading Southern city. Local capital will take an interest if desired. Address "DAILY," care Printers' Ink.

ALASKA-KLONDIKE INFORMATION. What do you want to know? Send \$1 with inquiry. Reliable information. Manager just returned from gold region. Alaska-Klondike Information Bureau. **H. E. REED**, Mgr., Portland, Ore.

WANTED—First-class man to travel and sell advertising writing service to all classes of merchants; also to solicit subscriptions for new trade magazine. References. Experienced man preferred. **HARRY M. GRAVES**, Williamstown, Mass.

THERE exists in a leading Southern city the finest location for a new "popular price" daily paper. No very great amount of money necessary to get started. Local people will take an interest if desired. Address "DAILY," care Printers' Ink.

COMMON SENSE PROOF PRESS.—Takes proof 8 1/2 x 25 inches. Made of best material, does splendid work and will last a lifetime. Guaranteed. Sent anywhere on receipt of \$3.50. References—Boone Daily News, Boone County Bank. Address **P. D. SWICK**, Boone, Iowa.

WANTED—Position as adv. mgr., N. P. correspondent, local, nat. or dept. editor with some paper or magazine, or to travel and supt. distribution of samples for medicine firm; 10 yrs. experience; circulars and samples of latest 10c. novelty out desired. No. 1 ref. **M. C. GEMMILL**, Stewartstown, Pa.

A WELL-KNOWN advertising man who has had many years' experience in writing, planning and placing advertising would like position April 1st with some large advertiser who appreciates effective work. Best of references from past and present employers. Address, for particulars, "ADVERTISING MANAGER," care Printers' Ink.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WANTED—To communicate with an experienced newspaper man with some means who would like to take an interest in a new daily to be started in a leading Southern city. Excellent field. Address "DAILY," care Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS!
50,000 GUARANTEED CIRCULATION.
Rates, 25 cents per square line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " half col.
2.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	196.00 " 1 page

Only first-class matter accepted. Partials without good commercial rating must send cash with order. Cuts must be over 2 1/2-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in **WOMAN'S WORK**, Athens, Ga.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. **E. W. BLATCHFORD & CO.**, Chicago.

MAILING MACHINES.

THE Matchless Mailer; nothing like it. By **REV. ALEXANDER DICK**, Meridian, N. Y.

JOB PRINTING SPECIALTIES.

MAKE your ads attractive with the right kind of cuts. Will help you. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

BILLPOSTING AND DISTRIBUTING.

MEWBORNE & WEST, Kingston, N. C., distributors of advertising literature and samples of all kinds. Billposting and sign nailing. Your work wanted.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

INFORMATION.

WHAT is it you want to know? Send \$1 with inquiry. Established 1887. **ASSOCIATED TRADE AND INDUSTRIAL PRESS**, Research and Inquiry Department, Washington, D. C.

ELECTROTYPES.

LINOTYPE, stereotype, electrottype metal. Absolutely reliable, uniform and pure. Our standards need no "trial order," but orders and correspondence solicited.

MERCHANT & CO., Inc.,
Manufacturers,
Philadelphia, Pa.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

If you use cuts, let us show you samples and prices. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

CUTS of every kind for every purpose. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

DEPARTMENT of Profitable Publicity of the **W. B. Conkey Co.**, E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

ADS neatly set in new modern type. The latest designs always in stock. **KNICKERBOCKER PERIODICAL PRESS**, 90 Fulton St., New York.

ADVERTISEMENTS BY TELEGRAPH.

IF you murder your mother-in-law or set fire to the City Hall, the Associated Press will send the news all over the country, and the leading papers will print it under the heading of "By Telegraph"—all without cost to you. If you sell the new clock for the Capitol at Washington or supply your brand of champagne for the latest ball at the Waldorf-Astoria, we will send out the information for you, and next morning it will appear in the leading papers under the heading, "By Telegraph," and when you get our bill you will admit:—1st—That the advertisement was excellent. 2d—That the cost of it was in proportion. For further particulars, address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

BARGAINS.

CUTS of any subject by every process. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

FOR twenty-five dollars we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or ten million readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons. Address, with the check, THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

MISCELLANEOUS.

FAST selling and profitable mail order specialties. Address P. O. BOX 7, New York.

DYNAMOS and Motors for lighting and power. Low prices. Warranted. HUDSON ELECTRICAL WORKS, Hudson, New Hampshire.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

DR. BROWN'S Hair Food produces a new growth and restores gray hair to its natural color. Month's trial 25c.; used by Dr. Brown with great success.

DR. BROWN'S Pile Cure gives relief in a few minutes and one 50-cent box cures the worst case; always have it in the house. Indorsed by physicians who use it.

DR. BROWN'S Catarrh, Hay Fever, Asthma, and cold-in-the-head cure, 30-cent box. All sent postpaid. Address BROWN MEDICAL CO., Youngstown, O.

FOR SALE.

\$1 BUY 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FIFTEEN horse power, 500 volts, Electric Motor. Warranted good order. Low price. HUDSON ELECT'L WKS, Hudson, New Hampshire.

A RETIRING partner in a prominent, successful magazine of national reputation desires to dispose of his interest, or a portion of it. Capital required, \$5,000. Address "PUBLISHER," care Printers' Ink.

SUMMER HOTEL, Onset Bay, Mass.; situated high up—300 feet from the beach. All furnished; first-class place; best of bathing; warmest of waters; large wharf near; an ideal spot; you will say so if you visit it. If you want a good place investigate this. For sale on easy terms. A competent woman could run it. \$1,000 for season of 1896 if let. Write for particulars. "BOX 572," Brookton, Mass.

NEWSPAPERS ADVERTISING IN THE UNITED STATES. A book of two hundred pages, containing a catalogue of about six thousand newspapers, being all that are credited by the American Newspaper Directory (December edition for 1897) with having regular issues of 1,000 copies or more. Also separate State maps of each and every State of the American Union, naming those towns only in which there are issued newspapers having more than 1,000 circulation. This book (issued December 15, 1897) will be sent, postage paid, to any address on receipt of one dollar. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 105 Spruce St., New York. Service good and prompt.

CUTS—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. C. D. LOVE, Coshocton, O.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

"ASK LEWIS ABOUT IT."

JONES, 101 World Bldg., N. Y.

LEWIS makes medical ads pay.

JONES, see advertisement following.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 179 Front St., Oswego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

F. A. PARTENHEIMER, Clothing for Business Facts, Record Building, Philadelphia, Pa.

E. A. WHEATLEY, effective advertising, 341 114 Fifth Ave.

THE only writer of exclusively medical and drug advertising. Advertisements samples free. ULYSSES G. MANNING, South Bend, Ind.

ADVERTISING and Pictorial Window Posters for druggists. Best and cheapest advertising. BURNS, the Druggist, Bernardsville, N. J.

NOTICE—No matter who does your writing, get my prices on your printing. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.

SEND your name on a small postal for a copy of my Large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

ADS AND BOOKLETS written, outline cuts in stock, original photographs from life for advertisers. Write R. L. CURRAN, 150 Nassau St., New York.

TEN cents, silver or stamps, will bring samples of booklets, plain, effective, mercantile printing and estimates. C. J. ZINGG, Farmington, Maine.

FOR 30 days I will write an 8-page booklet for \$5, 6 ads on any subject for \$3, or a blotter for \$2. Send plenty data. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

25 GOOD grocery ads that have brought results will be sent on receipt of one dollar, or on approval, if desired, to introduce my work. WM. HY. BEABLE, Trenton, N. J.

FIFTY cents, silver or money order, will bring ten printed sample ads for opticians and jewelers. Ten cents will bring fine sample of optical booklet. C. J. ZINGG, Farmington, Maine.

WHOLESALEERS desiring organized service of advertising for their retail customers can make most advantageous arrangements for three, six or twelve months. Personal service to every accepted customer. C. J. ZINGG, Farmington, Maine.

ICAN show you hotel men how to make your advertising pay, because I am better qualified to write hotel advertising than most any one I know. I have run a hotel and I know the inside points. Send for my booklet and let me talk with you on the point. F. G. MACOMBER, Troy, N. Y.

ANOTHER HIT. The Lotus Press has an advertising card that will be shown around, talked about, and kept until worn out. A most lasting and effective advertisement. Cheap enough to be used freely. Suitable for any business. Send for sample. "C" THE LOTUS PRESS, Printers of Printing that Makes a Hit, 140 W. 23d St., N. Y.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn.; 1 yr. \$1, including 40-word ad.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

THE FLUSHING JOURNAL is the leading daily and weekly of the Borough of Queens.

WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS, 7,800 daily. Only English eve's paper in city 40,000. LA COSTE, N. Y.

REPUBLIC-JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE SUNDAY SCHOOL TIMES, Phila., average issue 154,333 copies weekly in 1897. Worthy advertisements accepted. Write the "R. P. A.," Philadelphia.

TO REACH Oregon, Washington and Idaho progressive farmers; the WEBFOOT PLANTER, Portland, Ore., 5,000 copies monthly guaranteed. Write for rates.

THE TIMES-UNION, of Albany, N. Y., is a clean, bright, original, independent and newsy paper, going among the very best people. Its large circulation makes it an exceedingly valuable advertising medium. JOHN H. FARRELL, editor and proprietor.

CHRISTIAN GUIDE, the main organ of the Christian Church in the South, a weekly religious paper circulating in twenty-five States. Send for advertising rates to H. C. HALL, 40 W. Fort St., Detroit, Mich., and for catalogue of our publications to GUIDE PRINTING & PUB. CO., 317 W. Walnut St., Louisville, Ky. Credit first-class.

UNDECIDED where to advertise your summer house? Don't overlook the Brockton Daily Enterprise. A newspaper it pays to use; 10-line ads 10 cts. a day; 5-line ads 5 cts. a day. Circulation over 6,000. PRINTERS' INK says: "This paper has long been one worth studying—a model." Address "ENTERPRISE," Brockton, Mass.

ONE OF THE VERY BEST MEDIUMS for advertisements of hotels and summer resorts is the Army and Navy Journal.

Officers of the army and navy and their families are much on the move and are, as a rule, yearly visitors to summer resorts. Send for special rates to W. C. & F. P. CHURCH, 93-101 Nassau St., New York.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,300. A good country paper at a great trade center.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. HOWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$1.50. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,500 copies. Address Southern Branch New York Musical Echo Co., 143, 145 and 149 Congress St., Savannah, Ga.

ADVERTISING NOVELTIES.

WE want to hear from people who want cuts. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

CAMERAS are the most attractive premium and advertising novelty to be had. We have them, and the price so low you can afford to burn them. YALE CAMERA CO., Chicago.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PROSPERITY SEEDLINGS; novelties that advertise your business permanently; novelties that people will keep—make your business grow. REGENT MFG. CO., 123 Wabash, Chicago.

A NEW IDEA! Very novel and original. Will make \$300 or more per month for one wide-awake person in each large town, a printer preferred. Full particulars for 25 cents. No fake. Refer to our P. M. Address FRED TILLINGHAST, Arcade, Scranton, Pa.

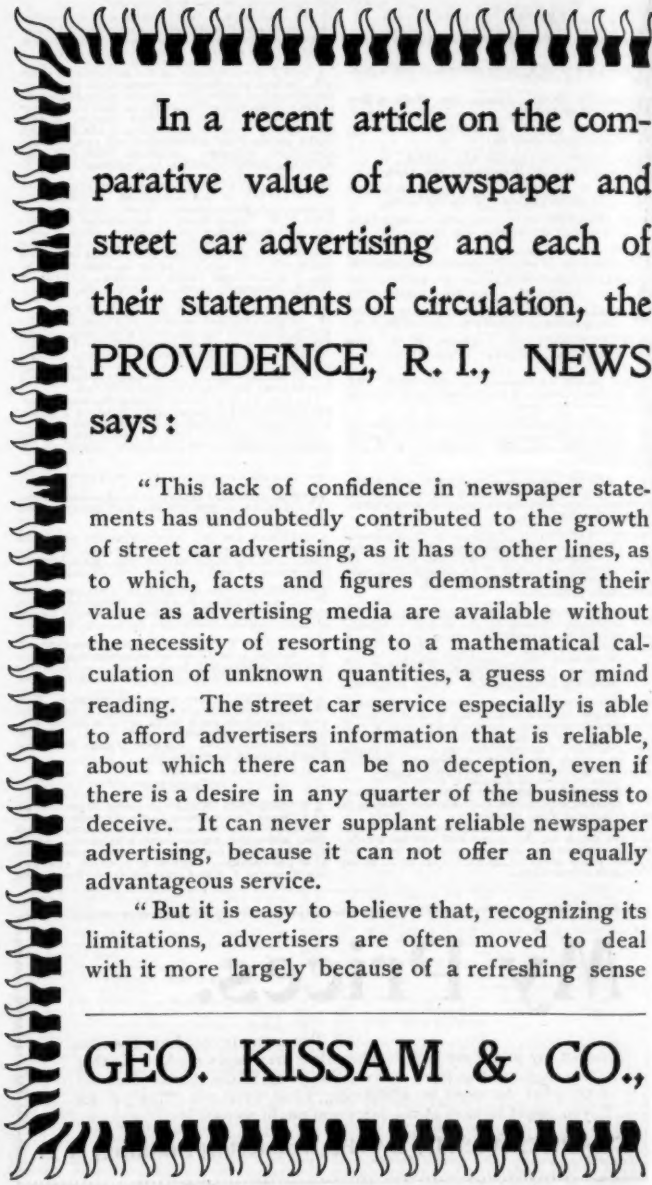
BOOKS.

ADVERTISING HELPS—"Helps Over Rough Places," a new book just published, containing about one thousand new and catchy headlines, attractive phrases, catch lines, etc.; an invaluable book for adwriters and advertisers. \$1.00 per volume. Address E. J. BALT, Advertising Manager, F. & R. Lazarus & Co., Columbus, O.

My Prices.

Too many people have the idea that my prices are high. The prices are simply *right*. Neither too high nor too low. I make the price fit the work. No matter what you need in advertising, I can give you "the service you ought to have at the price you ought to pay."

CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.




In a recent article on the comparative value of newspaper and street car advertising and each of their statements of circulation, the PROVIDENCE, R. I., NEWS says :

"This lack of confidence in newspaper statements has undoubtedly contributed to the growth of street car advertising, as it has to other lines, as to which, facts and figures demonstrating their value as advertising media are available without the necessity of resorting to a mathematical calculation of unknown quantities, a guess or mind reading. The street car service especially is able to afford advertisers information that is reliable, about which there can be no deception, even if there is a desire in any quarter of the business to deceive. It can never supplant reliable newspaper advertising, because it can not offer an equally advantageous service.

"But it is easy to believe that, recognizing its limitations, advertisers are often moved to deal with it more largely because of a refreshing sense

GEO. KISSAM & CO.,



of relief from the sort of experiences they are often compelled to go through in making and discovering the value of some newspaper contracts."

Now we do not claim that Street Cars are the "ONLY MEDIUM." "There are others," and all publicity has value, especially where circulation can be proven—in the Street Cars it can be figured with absolute certainty and is never overstated. But there are good cars and poor cars—the same with newspapers. Place your advertising with the right parties and get results with satisfactory treatment. We are the largest in Street Car Advertising at present.

253 BROADWAY, N.Y.



THREE LIGHTNING LIMITED JOURNEYS THRO

Covering 203 Towns in 1

The metes and bounds of the advertiser's country were given finite produced enough millions of bushels of grain to wipe out its indebtedness a prospects for 1898 indicate an even greater production of dollar-making ing Northern Texas can justly claim to be the richest in productive power-fact that this favored country is also

KANSAS CITY

territory. It is the leading morning paper in it, with a sworn net paid circula day by three early morning fast mail trains as follows:

JOURNEY No. 1. Train on main line of Santa Fe Railroad west towns, arriving at Newton, Kan., 200 miles away, at 7.10 A.M. West from Ne Western Kansas. Connections—With Union Pacific train leaving Topeka at point at 6.00 A.M., covering seven towns to Horton by 7.55 A.M. At Emp Olathe, Kan., by 9.18 A.M. At Emporia connects with M. K. & T. train co Santa Fe train south through Wichita to Guthrie by 11.00 A.M., covering si covering fourteen towns. At Wellington, Kan., over Panhandle division to thus covering three-fourths of the State of Kansas, Oklahoma and Southern M territory the same day the paper is published.

JOURNEY No. 2. Leaving Kansas City on Missouri Pacific to mal at 12.55 P.M. Connections—At Atchison, Kan., connects with train St. 10.05 A.M., covering delivery north through Missouri to Chariton, Ia., nine

C. B. & Q. train leaving St. Joe 10.07 A.M., reaching Creston, Mo. at 2

JOURNEY No. 3. Leaving Kansas City on K. C. & Joplin branch at south at 3.47 A.M. to Joplin, Mo., covering eighteen towns through the fa Nevada, Mo., Nevada & Conway Springs branch; southwest to Sedan Kan. leaves at 5.42 and reaches Eureka, Kan., by 11.00 A.M., covering eight towns at 3.10 P.M., covering four towns.

The vast importance to the advertiser of quick distribution of news Associated Press report THE KANSAS CITY TIMES receives through its special news service is not equaled by any other Western newspaper, and by means made by these trains, *the TIMES is distributed in 203 towns the same day in* people—the big middle class—always the largest purchasers of advertising constantly increasing circulation gives best evidence of this. If you want result

Write for rates to

THE KANSAS CITY TIMES, Kansas City, Mo.

THROUGH THE ADVERTISER'S COUNTRY, In Day of Publication.

given definite location on the map in 1897, for in that year the Southwest
indebtedness and still retain a handsome balance of cash to its credit. The
dollar-making cereals. Missouri, Kansas, Southern Nebraska, Oklahoma and
the power-facts and figures both unite to prove it. Just as evident is the fact

CITY TIMES

et paid circulation exceeding 25,000 copies daily, which are distributed each

ilroad west from Kansas City, leaves at 2.30 A.M., covering ten cities and
West from Newton at 7.15 A.M., covering nine towns to Dodge City in extreme
g Top at 6.37 A.M., covering four towns; with Rock Island leaving same
M. At Emporia over Kansas City & Emporia branch, covers five towns to
& T. in covering eight towns to Parsons, Kan., by noon. At Newton,
covering sixteen towns. From Guthrie on south to Fort Worth, Texas,
divides to Woodward, Okla., at 3.15 P.M., covering twenty-three towns;
d Southern Nebraska by noon of the same day of publication, and the entire

ific to Omaha, Neb., covering sixteen towns en route and reaching Omaha
train at St. Joseph, reaching latter point at 8.00 A.M. Leaves St. Joseph at
la., nineteen towns on the Chariton, St. Joe branch of railroad.
ton, Mo. at 2.00 P.M., covering fourteen towns.

in branch at 2.20 A.M., covering three towns to Pleasant Hill, Mo., thence
rough the famous Missouri coal, lead and zinc country. Connections—At
Sedan Kan., covering fifteen towns by noon each day. At Rich Hill, train
eight towns. At Joplin, Mo., leaving at 9.45 A.M., to Siloam Springs, Ark.,

on of news can not be too greatly emphasized. In addition to the regular
its special correspondents a great amount of exclusive news matter. Its
d by means of the three fast morning trains and the railroad connections
same day it is published. Its clientele comprises a most desirable class of
advertised goods. The TIMES is the popular paper in this section. A con-
want results you must include THE KANSAS CITY TIMES, Mr. Advertiser.

OR,

THE S. C. BECKWITH SPECIAL AGENCY,

Tribune Building, New York. Rookery Building, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

PUBLISHERS desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 23, 1898.

THE Chicago *Daily Record* now prints over two hundred and twenty-five thousand copies on Saturdays.

IN buying advertising space, as in buying any other article, the question to be considered is: "Is it worth to me what it will cost?"

MEDIUMS for advertising should be chosen with an eye to what they are to-day. What they were a decade ago is no indication of their present power to bring business.

ADVERTISING doesn't need to be original. It needs to be truthful and to the point. As a French writer says: "To select well among old things is equal to inventing new ones."

THE Boston *Traveler's* orders from the Hotel and Railroad News Co. are at the present time six times the *Evening Herald's*, three times the *Evening Globe's* and twice the *Evening Record's*.

THE New York *Telegraph* of March 13 steals bodily large portions of the article in PRINTERS' INK of March 9 entitled, "Fake and Semi Fake Ads." Of course the Little Schoolmaster is pleased to know that his matter proved so attractive that the temptation to appropriate it proved irresistible, but his pleasure is somewhat tempered by the fact that absolutely no credit whatever was given.

COMMENTING upon the report that Mr. Kohlsaat has lost an everlasting lot of money since he purchased the Chicago *Times-Herald*, a gentleman who is familiar with Chicago matters says that the *Times-Herald* really has not any excuse for existing, and then he added incidentally that Mr. Ansley, the manager of the *Times-Herald*, is such a busy man that he really doesn't have time to attend to what business the *Times-Herald* does have.

THE New York special agents are a good deal wrought up over the absolute impossibility of competing with the schedule of rates charged by the Chicago *Record*, as shown in certain advertisements and editorials that have recently appeared in PRINTERS' INK. Doubtless it is useless for the ordinary publisher to attempt to compete with the *Record's* rates, and it is probable that the wise publisher will not at present make any attempt in that direction. It is likewise, however, not only probable but absolutely certain that the subject now brought so prominently into consideration will lead to a general revision of publishers' rate cards, and that within a very short time.

IN its issue of December 8, 1897, PRINTERS' INK announced that it would like to secure "some genuine testimonials." With that frank straightforwardness that has ever distinguished the Little Schoolmaster, the wish was plainly expressed, and a solid silver Loving Cup was promised to the writer of the testimonial adjudged to be the best, and a dozen souvenir silver spoons for the writers of the twelve next best. Up to date many testimonials have been received, all breathing a spirit of appreciation that makes the Little Schoolmaster's face flush with pride. The final award of cup and spoons will be announced in the Jubilee number of PRINTERS' INK, issue of July 6th. Then the Little Schoolmaster will be ten years old. There still remains time in which to write down confession of admiration for our modest merit. Tell what you admire in PRINTERS' INK, and how it has helped you. If you do not secure the cup or even a spoon you will at least have a chance to show that good-natured appreciation of modesty and merit that goes so far to endear one to one's friends, and to make life worth living.

It is said that "prosperity makes few friends." But it does help to make further prosperity. The public is twice as likely to patronize the thing or store that's successful as it is to give its custom where that custom is sorely needed.

How can the advertiser reach the illiterate part of the population, those who can not read? In 1880 seventeen per cent of the total population of the United States could neither read nor write. In 1890 this proportion was only twelve per cent. So the problem of how to reach these illiterates is not a very serious one, because the percentage is so small, and again, because such ignorant people make poor customers.—*Advertising Experience.*

It is no "problem" at all to the intelligent advertiser. He simply ignores the people who can not read or write, because he knows that if any way could be devised for reaching them the expense would be out of all proportion to the actual results.

A PAPER with 1,700 daily circulation offers to insert the page advertisements of the Ripans Chemical Co. at the same rate charged by the Chicago *Record*; that is, at a dollar a page for each thousand copies printed. The publisher, therefore, expects to receive for his services the sum of \$1.70; but here renewed difficulty arises. The Chicago *Record* will set the matter in type and print it in its 215,000 edition for \$215, but the smaller paper, with its 1,700 copies, can not afford to do so much composition for \$1.70. It is customary to get over this difficulty by obtaining from the *Record* a matrix, which costs no more than 25 cents and can be sent by mail for 15 cents more; but when this is suggested the publisher of the small paper says: "But I have no casting box, and you must send me an electrotype of the whole thing." It is found that a page electrotype will cost in the vicinity of \$2.50, and to send so large an electrotype by express it will be necessary to box it in order to properly protect it; and the express charge will be in the neighborhood of 50 cents. It would, therefore, appear that while the publisher is willing to accept \$1.70 for his service, nearly twice that amount must be wasted in furnishing him with the tools necessary to enable him to perform the work. All this goes to show that the little papers can not compete with the big papers. There is no use talking about it, they can not do it. They ought not to try.

At the fortieth annual meeting of the Canadian Press Association, held at Ottawa, March 11th, Mr. F. James Gibson, advertising manager of A. A. Vantine & Co., New York City, delivered an interesting speech on advertising. At its conclusion he was asked numerous questions; and in reply to one he said he had acquired most of his knowledge of advertising from a careful perusal of PRINTERS' INK. The Little Schoolmaster feels complimented and is proud.

MR. GEO. W. OCHS of the Chattanooga *Times* is president of the recent combination of Southern morning papers organized March 8th. Mr. Ochs is brother of that other Mr. Ochs who has made such notable improvements in the New York *Times*. The brothers are born journalists, and judging from recent developments it looks as though they might eventually divide the American journalistic field between them, crowding to the wall myriads of newspaper men of less ability.

OUR POST-OFFICE.

Office of
THE RAILWAY EQUIPMENT AND PUBLICATION CO.
24 Park Place, New York.
NEW YORK, March 7, 1895.

Editor of PRINTERS' INK:

I have an indistinct recollection of a controversy which you had with the Post-Office Department some years ago, with regard to circular matter on which there were rubber stamp impressions, and had thought the final decision of the Department in Washington was that where a circular contained two rubber stamp impressions it was eligible to third-class rates. As the postmaster of New York City has informed me to-day that we could not mail the inclosed circular at third-class rate, it would seem that my recollection of this decision might be at fault.

If not troubling you too much, will you kindly advise whether there has been a reversal of the decision which you obtained? Yours truly, G. F. CONARD, President.

The following paragraph, taken from PRINTERS' INK of July 24, 1895, answers the foregoing questions:

An unsealed circular, printed in type, is third-class matter, mailable at one cent for two ounces. An addition to this circular, if printed with a hand stamp, makes it first-class matter. If the addition is printed on a press, the circular will still be third-class matter. If the entire circular is printed with a hand stamp, it is third-class matter. If it is made up of several imprints of different hand stamps, it will still be third-class matter. It would be a step in advance and in the direction of common sense to charge letter postage on sealed matter and circular postage on such as is sent unsealed. It is cruel to tire out the intellect of postal officials in deciding whether an autograph was printed on a hand press or merely with a hand stamp.

DISCREDITING THE SPECIAL.

PERHAPS 300,000 TONS.

Business Dept. "THE TIMES-STAR,"
Cincinnati, O.
CINCINNATI, O., March 8, 1898.

The Geo. P. Rowell Advertising Co.:

GENTLEMEN—I have seen your offer for page advertising based upon the circulation of and price charged for a page advertisement in the *Chicago Record*.

I beg to make you a counter proposition for a page advertisement in the Cincinnati *Times-Star*, based upon the charge you make for advertising in your PRINTERS' INK and its circulation (and the circulation of the Cincinnati *Daily Times-Star*). A page in the *Times-Star* is equal in space to 13 1/2 pages of PRINTERS' INK, and at \$100 per page, the price you charge for PRINTERS' INK, amounts to \$1,350. The circulation of the *Times-Star* is over six times that of PRINTERS' INK (as both are reported in the American Newspaper Directory), and consequently, at the same rate per thousand circulation as you charge for PRINTERS' INK, the page in the *Times-Star* would cost six times \$1,350, or \$8,100.

Now my proposition is, if you will give us an order to insert the advertisement of Ripans' Tablets, space of one page, for \$8,100, the price it would cost at the rate charged for advertising in PRINTERS' INK, we will make you a rebate of \$7,817.00.

We make this proposition in good faith, and have instructed our Eastern representatives, L. H. Crall Co., to accept your order on the terms stated herein. Yours very truly,

C. H. REMBOLD,
Mgr. The Cin. Times-Star Co.

By the above it appears that the Cincinnati *Times-Star*, although unable to compete in cheapness with the rates demanded by the daily *Chicago Record*, can easily get within the schedule adopted for the class weekly known as PRINTERS' INK. It is an interesting circumstance, that of the entire list of papers for which Mr. Leander H. Crall acts as special agent, the *Times-Star* is the only one that assumes to give advertisers as much circulation for a dollar as the Little Schoolmaster offers. Evidently PRINTERS' INK and the *Chicago Record* owe it to themselves to give their rate cards a careful revision. The *Times-Star*, however, should not jump hastily at conclusions. For example, it is wrong in assuming that PRINTERS' INK belongs to the George P. Rowell Advertising Company. That corporation is a pupil, an agent and a patron, but by no means owns the Little Schoolmaster, either wholly or partially. It is with regret that PRINTERS' INK observes that old Mr. Crall is losing his control of the papers he has so long represented. It is something new for the *Times-Star* to give Mr. Crall any instructions as to the rate at which he may accept Eastern business.

Office of

COMMITTEE ON PENSIONS,
House of Representatives, U. S.
FIFTY-FIFTH CONGRESS.

Henry C. Loudenslager, Chairman; David G. Colson, James R. Howe, Jesse B. Strode, Jacob H. Bromwell, George W. Weymouth, Carlos D. Shelden, Frederick C. Stevens, Jesse F. Stallings, Thetus W. Sims, R. C. DeGraffenreid, Thomas Y. Fitzpatrick, Freeman Knowles, W. Wistar Miller, Clerk; D. S. Porter, Principal Examiner, Detailed from Pension Bureau.

WASHINGTON, D. C., March 5, 1898.

Editor of PRINTERS' INK:

Will you please send me the number of daily papers published in the United States, their circulation per annum, and estimated number of pounds consumed in the publication of the same. I would like also to have the number of weeklies and semi-weeklies of the country press of America, their total circulation for 1897, and estimated number of pounds of paper consumed. This data I am very anxious to have, and trust that I am not imposing too heavy a tax upon you in asking for the same, as I want reliable statistics, and know that you can furnish the same to me. Thanking you in advance, with the hope that I will receive the same at your earliest convenience, I am, very truly yours,

R. C. DEGRAFFENREID,
M. C. From Texas.

Of the 20,453 publications in the United States 2,109 are dailies; of these 925 have a circulation per issue in excess of 1,000 copies, their aggregate daily circulation being 8,607,104 copies. This leaves 1,184 dailies, each having a circulation less than 1,000 per issue, still unaccounted for. If the average circulation of these be assumed to be 600 copies daily, their aggregate circulation will be 710,400; adding this to 8,607,104 we have 9,317,504 as the aggregate circulation of all the dailies for a single day. Multiplying this by 365, the number of days in a year, we obtain 3,400,888,960 as the total yearly circulation of all dailies. If it be assumed that it takes a single sheet of paper to print each of these copies, we have the same number of sheets. Dividing this amount by 500 we secure the number of reams, which is 6,801,778; and assuming that the average weight of the paper used is eighty pounds to the ream, we learn that the consumption of paper for the dailies alone amounts to 544,142,240 pounds per annum. Of weeklies there are in the United States 14,699. Of these 3,281 have a circulation exceeding 1,000 copies per issue each, this circulation aggregating 15,080,196 copies per issue, or 784,170,192 per annum. The remaining 11,418 have an average circulation of 600 each or 6,850,800 copies per issue, or 356,241,600 copies

per year. Adding the entire yearly circulation together we obtain 1,140,411,792; and again assuming that such a number of sheets are used we divide the number by 500, because there are 500 sheets (as printers count) in a ream, and secure 2,280,824; multiplied by eighty, because it is assumed each ream weighs eighty pounds, we get 182,465,920 as the number of pounds of paper used annually by the weekly. Of semi-weeklies there are in the United States 388, the circulation of the 143 largest aggregating 3,476 copies per issue, or 361,504 per annum. The remaining 245, under the 600 per issue assumption, have a circulation of 147,000 copies per issue, or 15,288,000 per annum; and these two divisions combined amount to 15,649,504 copies, 31,300 reams on the basis of one sheet for each copy, or 2,504,000 pounds on the eighty pound per ream assumption. The publications now enumerated number 17,196, and the aggregate number of pounds of paper consumed by them foots up to 729,112,160. Three thousand two hundred and fifty-seven publications still remain, being monthlies, semi-monthlies and quarterlies.

TWO MEMORABLE SUCCESSES.

Why didn't Mr. Rowell interview the members of the Newspaper Publishers' Association this year on proofs of circulation? The famous spider that Robert Bruce watched is among the most distinguished of historical insects, just because he got there after a number of lamentably unsuccessful attempts.—*Fame or March.*

In any convention of newspaper publishers, where the subject of newspaper directories is discussed the conclusion will always be arrived at that newspaper directories are all bad, and that the newspaper directory that is most carefully edited is the worst. They can not possibly reach any other conclusion, because at every convention poor papers are in the majority and the directories are bad for the poor papers, although valuable for advertisers and very valuable indeed for the good papers. Last year's effort was a successful experiment intended simply to illustrate the earnestness with which the majority in any newspaper convention will struggle to disapprove of any recognized method of making actual circulations known. Bruce's spider succeeded after many failures, but the founder of PRINTERS' INK "got there" the first time.

FAC-SIMILE TYPEWRITTEN LETTERS.

Office of
GLEN BROTHERS,
Glenwood Nurseries.
ROCHESTER, N. Y., March 3, 1898.

Editor of PRINTERS' INK:

We dislike to bother you for this matter, but thinking possibly you can tell us, we take the liberty to address you. We want to know what firm it is in Chicago, we think, that does printing in imitation of typewritten work, and does it so skillfully that it is very difficult or impossible to tell the difference. We have seen circulars from several different printing firms advertising to do this work, but there is one whose address we have lost that excels all attempts at the business, and if you can help us to the name we shall be greatly obliged. We wish he would advertise in PRINTERS' INK, which is the place for men of his stamp. Very truly, GLEN BROS.

When the Little Schoolmaster received the foregoing letter it occurred to him that perhaps some information on this branch of advertising might be welcome to his readers. So he dispatched a reporter to collect information, and this is what he wrote:

I visited Hall's Fac-simile Press at 10 Cedar street, New York, where I found Mrs. Hall, the proprietor. That lady said she was the owner of the only valid patent for the process of producing in fac-simile either penwritten or typewritten manuscript. When asked about prices, she said:

The prices vary greatly. The character of reproduction desired, the size of the order and other details make a general answer impossible. Some sell as cheaply as \$3 a thousand, and on some work we would require \$50 a thousand.

"Would you mind stating your process?"

"So many imitations have been placed in the market, worthless and even harmful to an extent, that I would prefer not to explain our process. My reason is not that I am afraid to divulge the process, but that it would require practical experience to achieve satisfactory results, and as a consequence no good could follow from a technical explanation."

"How are these reproductions mainly used?"

"No firm could possibly send out, say, 100,000 letters by any process, but we can reproduce the letter either typewritten or autograph in that amount, ready for mailing and delivery in one week. And the reproduction will be such that not one man in a hundred would be able to discover that it was not what it purported to be. By the way, all of our work bears the press copied effect."

"Are these productions widely used?"

"You have no idea to what extent. They are used by the largest firms and corporations here, and throughout the country."

"I should think that orders on them would mostly be small ones."

"By no means. It is nothing unusual for us to get orders for 100,000, and we have had one order, it was for the *Ladies' Home Journal*, for 350,000. But we do receive orders for quantities as small as 100."

"Does the size of the order make any difference in the character of the work?"

"Not the slightest. The last of an edition

of 100,000 is as distinct and fine as any in an edition of one hundred."

Mr. Albert B. King, 105 William street, New York, in answer to the query whether the firm of Albert B. King & Co. did much in this direction, said that it formed a very important feature of the business.

Mr. King showed me a letter from a customer, to the effect that the postal authorities would no longer admit their letters under one-cent postage, because of their resemblance to real typewriting.

"Is the demand for these growing?"

"Yes, all over the country."

"What is your process, Mr. King?"

"Ours is a special one, and we would not care to divulge it."

"How do your orders run?"

"From fifty to 100,000."

"Are the last as good as the first?"

"Every bit as good, and they would be if our orders ran into the millions."

Mr. King showed various forms in which these reproductions are utilized—notifications of shipments, receipts, etc.

A firm which seems to do excellent work in this line is the Eagle Supply Co., 4 Wall street, New Haven, Conn. Their typewritten circulars have a copied effect that is not excelled by any others I have seen.

When the Little Schoolmaster re-read the letter of the Glen Brothers at the beginning of this article, preparatory to taking leave of the whole matter, he discovered that he had failed to answer the inquiry contained in it, viz.: the name of a Chicago concern doing this work. As all his efforts to discover such a firm had been unavailing, he was forced to conclude that if Chicago contained one, it had not yet become so famous as to be known outside the metropolitan limits of the Lake City itself.

A WHITE ROBIN.

Munsey's Magazine has to-day, and has had for the last three years, a larger net American circulation than the combined circulation of *Harper's*, *Scribner's*, the *Century* and *McClure's*. In other words it goes into more American homes than all four of these magazines together. —F. A. Munsey.

And of the five, *McClure's* is the only one that will tell what its circulation is. *Munsey's* talks large. *Scribner's*, the *Century* and *Harper's* maintain a dignified silence. But *McClure's* shows the actual figures, and some people think it will eventually be the most valuable property of the whole lot.

Mr. W. A. GRANT, editor of the *American Harness and Carriage Journal* of Chicago, says that he considers the *Harness Gazette* of Rome, N. Y., the leading paper of its class, and that the claim of the *National Harness Review* of Chicago to an actual average circulation of ten thousand copies is ridiculous.

A FABLE.

From Newspaperdom, March 3.

A man in requirement of that with which to make bread approached a great merchant and said: "I pray thee obtain for me the latest quotations on flour that I may purchase understandingly and not be fooled by those who compass the robbery of the poor." The great merchant, thinking he had found a customer for much flour, thereupon told the man that for ten shekels of silver he could purchase a carload of flour. Then the man hid him to an humble grocer and handing him two pieces of silver said: "Give me a small portion of flour in a sack." "Nay," said the grocer, "I can not, unless thou givest me seven pieces of silver." "Robber!" exclaimed the man, "I am onto thy game. Did not the great merchant on the corner just tell me I could purchase a carload of flour for ten shekels of silver, and should not a small bag be sold therefore for two pieces of silver?" But the grocer, refusing to hearken to the man, called a policeman and had the supposed lunatic removed to the madhouse.

Moral: Because a paper of 300,000 circulation inserts advertising at a certain rate, the small paper of 1,000 circulation should not be expected to insert the same advertising at one-two-hundredth of that rate.

Mr. Rowell, in attempting to fix a rate for small papers at the pro rata rate per thousand charged by the papers of great circulation, exhibits the same degree of sense as the man who sought to buy a small quantity of flour at the pro rata price of a carload.

MORAL.

By the Editor of PRINTERS' INK.

If you have use for flour or advertising in large quantities, buy of those who sell by the carload or the cargo. If you buy by the spoonful or in half pounds you will pay too much, besides wasting much time in negotiating many purchases and much labor in getting small lots together.

THE copyright law ought to be amended so that if an advertiser desires to copyright a picture or an advertisement he may do so. Most advertisers rightly believe that it does them little if any harm when another advertiser steals their ideas, particularly when the adapter is in a totally different line. But that is no reason why it should be impossible to secure protection in cases where it is desired.

THE New York *Sunday World* inserts displayed advertising at about the same rate that is charged for the same thing in the Boston *Sunday Globe*, although the *World's* circulation is more than double that of the *Globe*. The New York *Sunday Journal* inserts displayed advertising for one-third less price than is demanded by the Boston *Sunday Globe*, although its circulation is nearly three times that of the *Globe*.

445,438—AGATE LINES—445,438

...THE...

Mail and Express

printed in the months of January and February this year 445,438 agate lines of paid advertising, being an increase of 104,006 agate lines over the same two months of '97, or a gain of more than 30 per cent.

The next paper on the list printed 44,212 agate lines less than THE MAIL AND EXPRESS, more than one hundred and fifty-two newspaper columns.

Advertising in THE MAIL AND EXPRESS produces results. No driftwood; every reader is a purchaser.



Rates on application at the publication offices, No. 203 Broadway and Nos. 164, 166, 168 Fulton St., New York, or through any reputable advertising agency.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A Massachusetts restaurant keeper asks me to

Please print a few ideas for advertising a dining-room in a theater programme in space marked in inclosed programme. Do you think a smaller space would be better?

I have suggested an ad for this purpose but it seems to me that there is a more pointed individuality about a restaurant than about almost any other business, and an advertisement which would be good for one would not be suitable for another.

Theater Restaurant.

Finish the Evening

with an ice at Barr's. It is a quiet, cosy, homelike place. The viands are daintily prepared and properly served. Ladies always feel at home here. The prices are moderate.

121 CENTRE STREET.

A restaurant keeper ought to know just what kind of a restaurant he keeps and what class of people it appeals to, and talk to them only.

There are restaurants where a man will go when he has a flat purse and a large vacancy under his vest that he never would think of patronizing in more joyous times.

There are restaurants where you can get exactly the breakfast you want, but seldom a satisfactory dinner, and *vice versa*.

There are restaurants where ladies feel specially at home and others quite as good in their way where they are ill at ease.

This Massachusetts restaurant I take to be specially attractive to ladies, though, as a matter of fact, I don't know that this is so. Yet on this presumption I have shaped the ad to attract both the lady and her escort and to do some good for another time beside the evening when it is read. If it were another sort of restaurant, "a large bottle and small bird" might be substituted for the ice.

Don't make a point of it in your advertisement that your competitors are trying to "do" the public. Never mind whether you name the competitor or not. Don't talk to the public in that tone.

A prominent New York advertiser

has a habit of heading his announcements with some warning against the villainous machinations of his competitors. One of his ads begins:

All that glitters is not gold. All that is written is not necessarily true. Buyers are cautioned to examine and compare. Reckless announcements, glaringly set forth, are rife, etc., etc.

Another ad by the same firm begins with a hit at the irrelevant style of its competitors' advertising. It says:

The writer about the dress goods department is wondering whether he had not better tell what they are doing down in Monte Carlo, or give an extract from one of Kipling's novels, and evolve some fancies of a vivid imagination that might be remotely connected with the subject in hand, etc.

This is intended to be witty, and it may be so, but I don't believe it is effective. If the verbiage it refers to is a waste of space, this commentary upon it is a worse one.

Let your competitors go ahead and write all the bad advertising they want to. The public will find it out, and if you refrain from these wicked practices yourself, you will get all the credit you deserve, but there is somehow an instinctive distrust in the average mind against the man who is continually warning you to beware of somebody else; and experience justifies the belief that the croaker will bear watching himself.

On the second page of last week's PRINTERS' INK *Comfort's* ad begins:

Niagara wastes more than ten millions of horse power per second, but there is no waste in *Comfort's*, etc.

This is a good example of what not to do. Don't go by contraries in writing your advertising. If you have anything to say, say it straight out, positively, and as strongly as possible. Don't begin by an instance of something altogether different and then have to go back and explain that that isn't what you want to say. It isn't only a waste of space, but it is a waste of mental force both for you and the reader. When your ideas zig-zag backward and forward, he doesn't half get it into his head what you are trying to say.

*Any Business.***You Believe Us**

When we speak to you through our advertisements. You have had pleasant experience with us. When we make an assertion you know it is so. And that's why this list should interest you. It shows you the way to vast money-saving.

*Any Business.***Nearer the Stem the Sweeter the Fruit.**

The nearer the manufacturer the less the cost of your purchases. We manufacture jewelry of all kinds and in a style and with a finish the equal of any where-ever manufactured. What we do purchase we get direct from the factories and workshops creating them. Come in and test the truth of our assertions.

*By John T. Fitzgerald,
Bicycles.*

The Man-a-Wheel

wants all the ease and comfort possible in a sweater combined with good quality and cheapness as to price. We sell an "elastic" sweater, as comfortable as is made. In five colors, all sizes, knit goods, for \$2.50.

*Furniture.***All Furniture Looks Alike**

to some people—but not to you. Wise heads are wary. There's a wide difference between the riff-raff which is offered daily in the market, and the trusty Van Sciver furniture that graces so many handsome homes. It costs no more than the inferior, in the beginning—it costs far less in the end.

Is poorly constructed furniture cheap at any price? We know your answer!

*Jewelry.***Aladdin in the Cave**

Was never dazzled with such an array of gems as we are showing in our exquisite stock. Jewels set in novel forms and shapes; wrought by skillful designers. Diamonds, rubies, sapphires, emeralds, opals, pearls or onyx, combined with beautiful effects in ornaments for either ladies or gentlemen.

*Any Business.***Cash and Credit.**

Our business system is extensive enough to embrace both methods. Our cash trade is an important consideration—our credit dealings equally so. We cater to both classes of purchasers. This fact explains our rapid progress and our present mammoth proportions. Our credit system was and still is intended for those who need such concessions. Cash goes a long way in this establishment. If you have it "on call" use it, and we'll guarantee satisfaction if you spend it here. If you honestly can't afford to pay cash—ask for credit. We will make terms for you. Always in either case you get the "best value for your money." We sell goods at lower prices than so-called cash houses.

*Shirts.—A Model Ad.***The Best Shirt that a Dollar Will Buy.**

It is **BURKE'S Star Custom-fitting Unlaundered White Shirt**—a shirt which is worn with complete satisfaction by thousands of men in and around Rochester, who formerly paid \$2 and \$3 to have their shirts made to order. This shirt is worth investigating—especially if you are being charged something like these latter figures.

BURKE'S Custom-fitting Shirt is made of fine Wamsutta muslin, with solid linen bosom, re-inforced front and back and has all the new betterments and strong points that can be put into a shirt.

Notice the out-curved bosom. That gives the front an easy set. All in all **BURKE'S Custom-fitting Shirt** can't be excelled in fabric, fit and finish.

Still we sell it for \$1—and it is the best White Shirt that \$1 will buy anywhere. It can be ordered by mail by sending the extra for postage.

A man must get inside of one of these shirts and learn from experience how good it feels and fits and wears before he can give it the full meed of commendation.

BURKE, FITZ SIMONS, HONE & CO.

*Hats.***There is Little Difference**

between hats when they are new. Nothing but service will show the quality of a hat and nothing but service and satisfaction have made our hats as popular as they are. Only this season's styles and all of them.

SMITH BROS.,

102 Washington St., Hoboken, N. J.

*Clothing.***Fifteen Dollars****"Are Not So Many"**

but it will buy you the best suit, selected from the largest line of spring woolsens, that ever came to this city.

**THE FIT is guaranteed.
THE WORKMANSHIP is guaranteed.
THE STYLE is guaranteed.
SATISFACTION is guaranteed.**

For \$15

Our new Spring Patterns are all in now. Samples sent out of town.

**NICOLL THE TAILOR,
39 and 41 South Illinois St.**

*Gloves.***KID GLOVES**

Keeping the quality up and the price down is no small matter in view of the increased tariff on kid gloves. Makers of the "Florence Glove" say they will keep the quality up in spite of the retailer. We who have given you much good value in seasons past prefer standing the advance in cost and giving you the glove you know. That's why.

THE PRESIDENT'S ADVERTISING OFFERS.

By Sam E. Whitmire.

If you've never been President of the United States you have not met with the funniest advertising propositions that were ever made.

I was in Washington the other day and a friend of mine, who is a friend of some one who has to do with attending to the President's private mail, gave me some very interesting facts about how advertising offers are disposed of. Months ago President McKinley furnished his secretary with pretty stock letters to be used in replying to nearly every letter that might come to him. With a view of saving a lot of time, stationery and postage for a lot of people who have dreamed of securing flattering recommendations from the head of this nation, I will give the official reply sent to all such communications:

EXECUTIVE MANSION,
WASHINGTON, Feb. 12, 1898.

DEAR SIR—Replying to your letter of the 10th instant, I beg leave to inform you that, owing to the great number of requests similar to your own, the President has felt obliged to adopt a rule which precludes him from complying with them.

I am sure that you will, upon reflection, readily understand the conditions in this regard and will appreciate the necessity of adhering strictly to the course indicated in order to avoid dissatisfaction and embarrassment. Very truly yours,

JOHN ADDISON PORTER,
Secretary to the President, C.

Here follows the name and address of the person the letter is written to.

Read it again—note the easy flow of good-sized words in the last sentence. Sounds as if it had been worked over several times, doesn't it? It should be quite familiar to a lot of people by this time for I have it "straight" that from March, 1897, up to February 12, 1898, 1,385 such letters have been sent out.

The letters they were sent in reply to would make interesting reading if published. Here are a few stray cullings from them:

A man in Paducah, Ky., sent two quarts of good old Blue Grass whisky, and wanted the "President's private opinion of it for advertising purposes." It took Chicago to send a box of soap with this request: "Please have our product tried in the White House laundry, and if it proves satisfactory we would like to know it. Perhaps Mrs. McKinley will be good enough to give us a line."

Kansas City comes forward with a tub of lard as a bait for a stating, stating that it was nice; Kalamazoo, Mich., has twice been heard from with fresh celery, and Suffolk, Va., sent some little pigs' hams, "cured in the old-fashioned way," and a note telling Mrs. McKinley that the man who raised them supplied the ham to the Queen's table. Some

olive oil came from St. Simon Island, Ga., and three big ostrich feathers from South Pasadena, Cal., and the patent medicines that have been received from all over the United States would fill a dozen corncribs.

One of the letters was from a New York adsmith who is quite well known. He told the President that a New York newspaper was offering a \$100 cash prize for the best ad for that paper, and if he would take a day off and wade through this particular paper, making marginal notes as he went along, and when through if he would sum up the merits as he had found them, and send a letter, properly signed in ink, "Wm. McKinley, President U. S. A.," the aforesaid adsmith could submit this document with a neat photo of the executive worked in the upper left-hand corner, and walk away with the one hundred dollars, hands down.

Eight offers of big blocks of stock in Klondike companies have been made for the use of the President's name as a director.

I was told that so far he hasn't recommended anything in particular since he has been in office.

PETTINGILL & CO.

The firm of Pettingill & Company is really an off-shoot of a business established at Boston in the Scollay building, Scollay Square, in 1841, by V. P. Palmer. To this business one of Mr. Palmer's clerks, S. R. Niles, succeeded, and in 1849 S. M. Pettingill, a senior clerk of Mr. Palmer, established in business for himself. Mr. Pettingill's first customer failed and left him involved to the amount of \$2,000. But the sterling and persevering characteristics of the pioneer rose superior to discouragement, and by rapid strides he built up a substantial business, establishing a branch office in New York in 1852. One of the earliest patrons of the New York office was the well-known Robert Bonner, who hesitatingly placed his first contract, amounting to \$1,000, a munificent sum in those times to devote to advertising. Later on with much less uncertainty and hesitation he put out in single contracts as high as \$100,000. The present firm of Pettingill & Co. is composed of Ubert K. Pettingill, who has been the senior member since the death of his father, Ubert L. Pettingill, in 1883, and James T. Wetherald, who became connected with the house in 1884, and who was made a partner in 1888. Both of these gentlemen possess genial personalities and large capacity for business. The Boston offices of Pettingill & Co. were located for over forty years—1849 to 1891—at 20 State street. In the latter year they were moved to their present location at 22 School street. On January 1, 1896, the business of the S. R. Niles Advertising Agency was purchased and incorporated. The New York office, in charge of Captain Homer W. Hedge, is located in the Equitable Building.—*New England Editor.*

CATCH PHRASE COPYRIGHTED.

Hereafter it will be dangerous to employ the phrase "Honest Cycles at Honest Prices" in an advertising way. The Iver Johnson Arms and Cycle Works, who have used the phrase until it has become identified with their business, have built a fence around it, so to speak. They write that they have copyrighted it, not only here at home, but across the ocean as well, and that any trespass will be followed by action. The Iver Johnson and Fitchburg cycles have a first mortgage on the phrase.—*The Wheel.*

ON MAIL ORDER ADVERTISING.

There were old veterans in the mail order trade when I commenced advertising early in the eighties, but the business was comparatively small at that time. Many new men have entered the field since then, and the business has grown to large proportions. Some changes have taken place during the past fifteen years, men, methods and mediums have changed to keep pace with the varying conditions in the world of trade. The business grew rapidly from 1883 to 1890. New papers for this line of advertising sprang up, and have continued to increase in number and in circulation. The modern "million circulation" was unknown in 1883.

I began with the small monthlies, and then worked into papers with larger circulation. I went into the small papers because they were cheap, but learned by experience that the papers with high rates (and high circulations) were the cheapest mediums. The rates of the first paper I used were three cents a line. I sent a five-line ad to be inserted in one issue, and then lay awake nights wondering how many answers the ad would bring. Sometimes I thought I might get fifty or even a hundred. That advertising pulled only one reply, but I "kept at it," and later on when advertising in *Heart and Hand*, the once popular matrimonial paper, an ad that cost eighty cents often brought as much as \$8 in direct returns. Magazines and periodicals circulated through news agents, dailies and weeklies, patent insides and country papers are not generally used by mail order advertisers. They depend principally on the popular monthly papers of large circulation, which go by mail direct to their readers, such as *Vickery & Hill's List*, *Lane's List*, *Sawyer Trio*, *A. D. Porter's papers*, *F. M. Lupton's papers*, *Comfort*, *Chicago Household Guest*, etc. The women's journals, such as *Woman's Home Companion*, *Ladies' World*, etc., are among the best mediums.

Farm papers of general circulation, such as *Farm Journal*, *Farm and Fireside*, etc., are used to quite an extent by the mail trade.

New firms and new papers are constantly entering this field. There may be plenty of room for them, but to a man up a tree it looks as though the field is nearly full.

A. R. GOODSPEED.

Ads to sell bicycles need not be too easy-going in tone.

ARRANGED BY STATES.

Advertisements under this head 20 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$5.00 monthly. Covers South and Southwest. Advertising rates very low.

OHIO.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 30c. inch. Address **NEWS**, Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

To Exchange for Newspaper

5,000 acres of Mineral and Timber Land in Scott County, Tenn., for exchange for Newspaper Plant or Job Office. Address

L. R. JEFFERS, Huntsville, Tenn.

The Whitehead & Hoag Co., Newark, N. J.,

have something entirely new in

ADVERTISING NOVELTIES.

Samples free, also Catalogue.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

SUMMER HOTEL ADVERTISING

Hicks' Newspaper Advertising Agency

WILLIAM HICKS, PROPRIETOR,

Vanderbilt Bldg., 128 Nassau St., New York.

Makes a specialty of preparing and placing Summer Resort Hotel advertisements in the best newspapers at lowest cash rates. Estimates and information furnished without charge.

Send for a copy of

HICKS' ADVERTISERS' GUIDE.

THE EFFSEY FALCON PEN

Can be used on hard linen ledger paper, or on cheap memorandum pads, or on scraps of paper which lie about the desk. It writes well on any kind of paper. Its wearing qualities make it the cheapest steel pen on the market, for it wears about twice as long as an ordinary steel pen.

Price: \$1.00 for a box of 144 pens; or a sample box is sold for 10 cents. Either size mailed on receipt of the price by

JOHN H. COOK, Red Bank, New Jersey.

PHENIX, ARIZONA,

is the trade center of 50,000 prosperous people.

THE Arizona Republican

published every morning in the year, is read by the majority of these people.

For rates and information concerning this progressive newspaper, see

H. D. LA COSTE, Eastern Agent, 38 Park Row, New York.



ALABAMA
Christian
Advocate,

official organ Methodist Church in Alabama, with a membership of 115,000. Circulation the largest of any similar journal in Alabama; 30,000 persons read it each week; 350 ministers are agents for it and interested in it. Through these ministers nearly the entire membership is reached. It is by far the best medium for reaching the people of Alabama and West Florida. Published in Birmingham, Ala., the largest city in the State. Rate for advertising very low.

S. P. WEST,

BUSINESS MANAGER.

BIRMINGHAM, ALA.,

3107 Third Ave.

The Average Daily
Circulation of
THE ARGUS

for the past six months
 ending February 1,
 1898, was

13,982 COMPLETE
 ... COPIES.

Affidavits furnished to advertisers on application. Comparison with other Albany papers will show why THE ARGUS leads in circulation, news and influence.

THE ARGUS CO., Albany, N. Y.

JAMES C. FARRELL, Manager.

DO PEOPLE ASK WHAT IS THE

London Times

The Sunday School Times

Amongst religious people, to ask what is THE SUNDAY SCHOOL TIMES is an unnecessary question.

Rev. Dr. John Potts, of Toronto, Chairman of the International Sunday School Lesson Committee, says: "THE SUNDAY SCHOOL TIMES is to the religious world what the LONDON TIMES is to the political world."

THE SUNDAY SCHOOL TIMES is the foremost religious paper of this continent in the quality and quantity of the best religious literature provided for subscribers. Only the best is good enough for the wide-awake Sunday school man or woman, and THE SUNDAY SCHOOL TIMES brings to its readers precisely this kind of help—the suggestive, usable, readable sort in Bible study, and hints on methods of practical work.

Pastors, superintendents and teachers (not children) subscribe for it because of its high standard of scholarship. Its helps are so arranged that the busy man or woman, the one who is driven by business, or by home duties, can quickly find and utilize whatever is likely to be most helpful. For this reason the most intelligent teachers take it alone or in addition to the denominational helps, because it brings fresh matter every week and in a greater variety to suit varied needs than the monthlies or quarterlies give. There is something for every one, so arranged that any one can get at it quickly.

Put these on your list:

PHILADELPHIA

**SUNDAY SCHOOL TIMES,
 LUTHERAN OBSERVER,
 CHRISTIAN STANDARD,
 PRESBYTERIAN JOURNAL,
 REF. CHURCH MESSENGER,
 CHRISTIAN INSTRUCTOR,
 EPISCOPAL RECORDER,
 CHRISTIAN RECORDER.**

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

**The Religious Press Association,
 104 South Twelfth St., Philadelphia, Pa.**

New England's Family Paper.

THE
Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1907, was
23,443 $\frac{10}{32}$
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 16 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

IF HOTEL MANAGERS

would use as much discretion in the selection of the

Paint

to be applied to their buildings as they use in other details, they would get far better results and effect considerable saving.

We want to tell you what we know about White Lead, Paint, etc. Our booklet, "Truth About Paint," is free for the asking.

F. Hammar Paint Co.,

12th and Spruce Streets,
ST. LOUIS, MO.

It Wins

Every time, simply because it is a friend of the family. To reach home buyers you must use HOME PAPERS. That's why the five papers in Lane's List are at the top of the Result-bringers to advertisers. Advertising results and net profits are one and the same thing. A letter or postal card will bring you full information.

LANE'S LIST, Inc., Augusta, Maine.

Your Summer Resort

to be profitable must be well patronized. To be well patronized it must be well advertised. If you don't use newspaper space, you need Circulars, Folders or Booklets. If you have done all you can to advertise your place, let me have a try and see if I can't make your business pay better. I will write and print any kind of advertising you want—do the whole thing complete. I don't want a suburban villa for writing an ad, either. You'll get the best work for a very reasonable price. I have a good idea for a Summer Resort Booklet. Write for particulars. Address

W/L. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

Post-Office Statements.

They give Campbell's Soil Culture and Farm Journal over 10,000 circulation. Since February 1, 1897, we have the documents for not lower than 10,000. They show as high as 10,777, lowest 10,000.

Our sworn circulation in the American Newspaper Directory for 1896 is 8,529. The paper at that time was known as Western Soil Culture. It was under a different management, and claimed 15,000. We changed the name and figured the honest, actual circulation from the printer's statements.

Campbell's Soil Culture is edited by the great agricultural authority of the west, H. W. Campbell, originator of the Campbell Method. It teaches the farmers of the Northwest how to raise crops in spite of drought. ITS SPECIALTY MAKES ITS SPACE VALUABLE.

Mr. Campbell has supervision of over 40 experimental farms under his method in the Dakotas, Nebraska and Kansas this season.

Semi-monthly; subscription, \$1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,

Sioux City, Iowa.

THE BEST advertising medium
in the U. S. considering rates is the

\$ Youth's \$ Advocate \$

NASHVILLE, TENN.

It has the circulation and is read
by all the family.

Average 19,216. Sworn Statement

This certifies that the average number copies Youth's Advocate printed at each issue since it was purchased by its present owners (April, '97), has been 19,216.

(Signed) DANIEL DALY,
Foreman Pressroom Youth's Advocate Pub. Co., Nashville, Tenn.
Subscribed and sworn to before me this 7th day of January, 1898.

A. W. WATKINS,
Notary Public (SEAL.)

1 ad 8 times brought 1,302 Reprints.

We run 1 1/2 inch "ad" 8 times in the Youth's Advocate, and the same "ad" double the number of times in several other leading papers. We received 2,164 letters, and 1,302 stated saw our "ad" in the Youth's Advocate. The "ads" cost as follows: Youth's Advocate, only \$18.00; other papers, \$154.20.

(Signed) H. L. HOLT,
President Students' Register Co.,
Nashville, Tenn., 1897.

The Most Prominent Foreign Advertisers

....in this country advertise in the Superior Leader....

**Here's a
Partial
List. . .**

Wells & Richardson Co.
Lydia E. Pinkham Med. Co.
World's Dispensary Med. Assn.
Royal Baking Powder Co.
Price's Baking Powder Co.
C. I. Hood & Co.
N. K. Fairbank Co.
Scott & Bowne.
H. E. Bucklin & Co.

Dr. Williams Medical Co.
Pittier Drug and Chemical Co.
Munyon's H. H. R. Co.
Stuart Co.
Pyramid Drug Co.
Cheney Medicine Co.
Peruna Drug Co.
Warner's Safe Cure Co.
Lea & Perrin.

The advertising done by the above in the LEADER evidently pays, as they have been with us for some time. It would pay you. Try it once, and you'll stay with us.

THE SUPERIOR LEADER, West Superior, Wis.

THE JOLIET DAILY NEWS

Daily average
for February,

...5,552

The Great Home Paper.

Employs 42 carrier boys.
No papers sold on the
streets.

The paper for shrewd advertisers.

Daily average for
last twelve months,

....5,510

None but reputable goods advertised. No liquor or fake ads taken at all.

... THE NEWS COMPANY ...

An Opportunity!

If there are any of the readers of Printers' Ink who would like to reach an exclusive class consisting of wealthy stockmen and prosperous farmers, they can reach them directly through

Texas Stock AND Farm Journal

CIRCULATION,
14,000 GUARANTEED.

Rates, 10c. per Agate line, with liberal discounts on time and space contracts.

OFFICES:
DALLAS. FORT WORTH.
SAN ANTONIO.

A WELCOME GREETING



Is accorded to us whenever advertisers have used our publication. We are asked to come again—or in other words—a renewal of contract is readily given. It pays to be with us.

THE AMERICAN

School Board Journal,

New York,
3 E. 14th St.

Chicago,
45 Jackson St.

Hartford, Conn., the Wealthiest City of its Size in U. S.

If you want Hartford's best people as guests at your Summer Resort or Hotel this Summer—
Tell them so through the advertising columns of the "Post."

The Post is an evening paper—and talks to its patrons when they have time to listen.

Address

HARTFORD POST,

Hartford, Conn.

**Post Sold for Feb., 1898, better by
42 per cent than Feb., 1897.**

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription, is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

Royal Baking Powder Co., New York.
Procter & Gamble Co., Cincinnati, O.
Wyckoff, Seamans & Benedict, New York.
J. C. Ayer & Co., Lowell, Mass.
James Pyle & Sons, New York.
Hall & Ruckel, New York.
Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

ADDRESSES

**GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.**

TELLING SECRETS

Mr. A. W. Peterson, advertising manager of The Indianapolis News, in a conversation about Newspaper Directories and advertising publications, recently said: "I believe the American Newspaper Directory has gone further in bringing out the truth about newspaper circulation than any other publication. We think very highly of the American Newspaper Directory. I notice that Mr. Rowell's friends are the honest, strong newspapers of the country, and it is their indorsement that is worth most and counts most in showing that he is doing his work honestly and thoroughly. PRINTERS' INK is undoubtedly the leader among publications devoted to advertising. It is the first of its kind. I have read it from the beginning. I said from the beginning that it was telling just what I have learned in ten years' experience as a printer, pressman publisher, reporter and advertising manager—telling just what people are anxious to know—secrets, That is what made it a success from the beginning. Everybody wants to know how to prepare advertising, how to make paying contracts, and PRINTERS' INK has devoted its entire career to telling these things. Everybody seeks favorable publicity for their work or their wares, and that is why I believe that everybody is interested in PRINTERS' INK."

Tells Its Own Story

Whole amount of newspaper postage paid in at the Wichita postoffice during 1897 was \$1,731.70—See Third Assistant Postmaster General's Annual.

..The Wichita Eagle

Paid \$1,432.76

of this amount. There are 27 other publications that pay the balance—\$298.94. Eagle's excess, \$1,136.62.

Our Express Company Bundles go out on every train. We deliver direct to the train Newsboys—there are 22 Mail Trains daily. Our city delivery is larger than the circulation of all the dailies combined, regardless of where they are printed.

Our Field

Peculiarly our own—Southern Kansas and Oklahoma. We have no competitors, because of our location. Population increasing rapidly.

See George P. Rowell's
Next Quarterly for
Statement.

R. P. Murdock,
Business Manager.

The S. C. Beckwith Special Agency,

"The Rookery,"
Chicago.

Tribune Building,
New York.

Here's an offer that any advertiser who is anxious to get the best results out of the money he is spending should take advantage of. *It is a very unusual offer—one that we don't ordinarily make.* Read it over carefully and see if it won't fit your own case. If you want to take advantage of it, sit down and write us to-day.

In nine cases out of ten an advertiser has many good ideas of his own to improve his advertising matter, but not being an artist himself, and therefore being unable to sketch the idea out properly, he either neglects to have it done by a competent man, or else forgets all about it. Besides, he frequently does not care to go to the expense of having a sketch made, because artists naturally expect to be paid for their work and they are not always willing to make such things on approval. Many an advertiser would buy a good sketch if he could do as he does with a suit of clothes—try it on before purchasing. Now, that is the reason that we make the following offer:

Send us a description, or even the roughest kind of a sketch of any idea that you would like drawn out for you by a thoroughly competent artist, and we will have one of our very best men make a good, careful pencil drawing of it. We will forward you this sketch with a description of how it ought to be used—what colors it should have (if any are needed) and any other information that we think will be of interest to you. *Such work we will give you entirely gratis.* If you like the sketch and want our prices for the finished work, we will talk business; otherwise you will be under no obligation to us whatever. The cost of it we will charge up to our advertising expense account—and will count it a mighty good advertisement at that, so you see that while

it looks on the face of it, that we give something for nothing, we are really doing it so that we can show you how well equipped we are to do the right kind of work.

If you haven't any ideas of your own for your advertisements and simply have it in mind to change them, send us a copy of some designs you have used in the past and we will supply the idea as well as the drawing. Some of the best advertisements we have produced have been suggested to us in the crudest possible form by an advertiser, and we have elaborated them by combining our own notions with his, producing an effect which he would not get if he depended upon his own ideas alone.

The work of this kind that we want you to ask for are suggestions for neat catalogues; striking posters and street car cards; advertising hangers and show cards; magazine advertisements. These things are our specialties—we do them well. Our particular line is artistic lithography and printing—the kind of work that makes the man who sees it exclaim "That's good!" We believe in bold treatment of design, combined with an idea that is appropriate, readily understood, and above all, refined.

Take advantage of our proposition if you want to improve your advertisements. This offer is limited, strictly so—we don't want too many takers, and we don't want mere curiosity seekers. We reserve the privilege of discontinuing it at any time.



THE GIBBS & WILLIAMS CO

ORIGINATORS OF
NOVEL ADVERTISING IDEAS

AND PRODUCERS OF
ARTISTIC LITHOGRAPHIC and
PRINTED MATTER

183 William Street, New York



La Presse has undoubtedly the largest daily circulation in Canada. It is the organ of the French-speaking Canadians.—*Printers' Ink.*

La Presse Montreal, Canada,

is probably the most progressive
French paper in the world to-day.



It is the greatest French daily in America.

It is the greatest daily in the Dominion of Canada, without exception.

Its circulation is over **65,600** copies daily.

One edition a day—evening.

Its circulation is proved to advertisers.


Pressroom and circulation books are always open to advertising patrons.

It circulates in Montreal City and suburbs first—population 300,000; then in the Province of Quebec—population 1,500,000; eighty per cent of total population French speaking, according to census. The balance goes to the French Canadians who live in the New England States' manufacturing towns.

No other paper covers this territory—LA PRESSE is alone—and it covers the field thoroughly.

WRITE FOR RATES.

LA PRESSE, Montreal, Canada.

The Giant of 
The Five-Cent Magazines

THE HALF HOUR

The best and cheapest monthly published.

As attractive and as interesting as many of the more expensive magazines.

**NOTHING LIKE IT
FOR THE MONEY.**

Advertisers report a large number of replies from the HALF HOUR.

Advertise now in the HALF HOUR and get the benefit of low rates and rapidly increasing circulation.

Your regular agent will quote you prices, or write to us direct. Copies of the HALF HOUR on all news-stands throughout the country.

Please send for sample copy and rates.



George Munro's Sons,
17 to 27 Vandewater Street,
New York.



The Biggest Liar Wins

sometimes—but we want a truthful, hustling representative in every manufacturing city who can *get* advertising.

We want him to investigate thoroughly before he *begins* work—then he can *know* what he talks about.

Are you the man?

Then write to M.,

NEW IDEA PUBLISHING CO.,

636 & 638 Broadway, - - - New York.

Newspaper men who desire to attract the attention of Proprietors of Schools and other Educational Institutions to the merits of their publications as mediums for their advertisements would do well to avail themselves of the special School number of PRINTERS' INK for May 25th, which will go to nearly every Educational Institution in the United States. The edition will be above 25,000 copies, and will afford an opportunity for placing arguments where those interested in advertising Schools will see them at the very time when they are making plans for advertising intended to interest the possible pupils for next term.

SCHOOLS

ADVERTISING RATES FOR THE SPECIAL EDITION ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.

Displayed Advertisements, 50 cents a line, or \$100 a page.

Special positions, 25 per cent extra, if granted.

JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1898, will be first number for the eleventh year, and will be a Special Jubilee Edition.

Special Rates for the Special Editions: One Page in Both Issues, \$200 net; One-quarter Page in the Two Issues, \$50 net.

Go Where Money Is

If you desire to make money.

PROVIDENCE IS ONE OF THE RICHEST

cities in the country, and outside of Boston is the most important city in New England.

Its Demands for Goods

are simply immense, and money spent judiciously in reaching these demands can not but bring large returns.

THE TELEGRAM

furnishes the very best medium for bringing goods to the notice of the purchasing public, because it has the

Largest Circulation

and because it
REACHES THE HOMES.

For January the net paid circulation per day of THE EVENING TELEGRAM was **36,421**

While the net circulation per Sunday of THE SUNDAY TELEGRAM was **38,310**

That the business men appreciate the fact that THE EVENING and SUNDAY TELEGRAM have the lead over all competitors in circulation, the following record is evidence:

JANUARY.

EVENING and SUNDAY TELEGRAM, inches of paid advertising, **23,878**

All kinds of advertising carried by competitors, . . . **20,833**

PAST NINE MONTHS.

EVENING and SUNDAY TELEGRAM, inches of paid advertising, **227,242**

All kinds of advertising carried by competitors, . . . **192,962**



**Providence
Telegram
Publishing Co.**

PROVIDENCE, R. I.

To get it you have to be entitled to it and to ask for it.

EVERY PERSON who places advertising through us to the amount of \$100 will be presented with either a year's subscription to PRINTERS' INK, or a copy of the latest issue of the American Newspaper Directory, provided he asks for it. If the patronage amounts to \$200, both PRINTERS' INK and the American Newspaper Directory may be had if demanded. The customer whose business amounts to \$1,000 will be made a member of the American Newspaper Directory Confidential Information Bureau, and be thereby entitled to receive PRINTERS' INK regularly and a new edition of the Directory every March, June, September and December, as it appears; also be allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the American Newspaper Directory with a circulation rating greater than 1,000 copies per issue.

Among the first subscribers to the Confidential Information Bureau were:

The Royal Baking Powder Co., 100 William St., N. Y. City.

The Procter & Gamble Co., Cincinnati, Ohio.

Messrs. Wyckoff, Seamans & Benedict, 327 Broadway, N. Y. City.

The J. C. Ayer Co., Lowell, Mass.

The Ripans Chemical Co., N. Y. City.

Messrs. James Pyle & Sons, 436 Greenwich St., N. Y. City.

Hall & Ruckel, New York.

Sterling Remedy Co., Ind. Min. Springs, Ind.

FOR FURTHER INFORMATION ADDRESS

The Geo. P. Rowell Advertising Company,
No. 10 SPRUCE ST., NEW YORK.

Ohio is Not Excited

Over the prospect of a war with Spain. If fight we must, the Buckeyes will rally as one man to the defense of their country's honor. At present they are willing to let President McKinley direct the ship of state while they "lay low" and get ready to take full advantage of the prosperity which is indicated in every corner of the great State.

The Ohio Select List

Will place your advertising in the homes of these people and charge only fair, honest, living rates for the service.

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republican-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

Not called for in 8 days return to



PROPRIETORS OF

Dr. Pierce's Medicines

WORLD'S DISPENSARY,

BUFFALO, N. Y.

Howard D. Flint,

ADVERTISING AGENT.

World's Dispensary Medical Association,

BUFFALO, N. Y.

St. Louis, Feb 27 1898

*Mr Geo P Rowell
New York*

Dear Sir..

*I have a certificate your
directing in every news paper office from
St Louis as to Sullivan's Newfoundland. I*

*I find that the best papers
in the country have no "kick" against
your returns in your directory the
poorer class of papers seem to be always
in trouble with the directory publishers.*

*My address is c/o Palmer House
Chicago. I am*

Very Respectfully

Yours Lion Gist for Dr R Pierce H D Flint

Honest and Strong

Mr. A. W. Peterson, advertising manager of The Indianapolis News, in a conversation about Newspaper Directories and advertising publications, recently said: "I believe the American Newspaper Directory has gone further in bringing out the truth about newspaper circulation than any other publication. We think very highly of the American Newspaper Directory. I notice that its friends are the honest, strong newspapers of the country, and it is their indorsement that is worth most and counts most in showing that it is doing its work honestly and thoroughly."



LOUIS V. URMY,
Special Advertising Representative,

AGRICULTURAL PAPERS OF GUARANTEED CIRCULATIONS.

New York, Mar. 7, 1898

Chicago, Ill. *Gentleman Farmer Mag.*
Chicago, Ill. *Western Plowman.*

Publishers of The American Newspaper Directory,

10 Spruce St.,

City.

Gentlemen:-

It is very tiresome and disgusting to me to read about the papers that claim from time to time that they have to give an order for the Directory in order to get their circulation correctly quoted in it. I worked on the Directory for several years and know that a paper could always get its circulation correctly stated by simply making out a detailed circulation statement and signing it.

Very truly yours,

Louis V. Urmey

Tiresome and Disgusting
to a
New York Special Agent.

THE PARIS CORRESPONDENCE CO. & PRESS AGENCY:

44, RUE LA BRUYÈRE, PARIS, FRANCE.

20. Geneva. Road.

Bristol S.W.

London, 23 February 1885.

Messrs. Geo. P. Rowell & Co.,

10. Spruce-st.,

New-York

Gentlemen:

At the British Museum, your invaluable Directory of newspapers (green book) is on view, but being for 1888, it is perfectly useless to me; the officials informed that it was the ^{only} ^{and last} edition they possessed, which I was very sorry to hear indeed.

Yours faithfully,
Edward Cogan
London

At the
British
Museum.

ALABAMA

Is the most progressive of all the Southern States, and has a population of over 2,000,000 people; a large percentage of whom possess wealth and culture, and annually avail themselves of the inducements held out by Southern, Eastern and Northern Summer Resorts. ~~~~~

TO REACH THESE PEOPLE USE
THE
**MONTGOMERY
ADVERTISER**

(Classed by Geo. P. Rowell & Co. in their list of "One Paper in a State") is the leading Alabama paper in news, influence and circulation, and it is safe to say that no paper in any State reaches a larger percentage of the best clientele than THE ADVERTISER does in Alabama. For rates, sample copies and further information address

Perry Lukens, Jr.,

Eastern Representative,

29 Tribune Building, New York City.

An Apology Due

In the March issue of the *Chicago Inland Printer* there appeared an article entitled, "Ill Considered Complaint." It states how easy it is to throw the blame of any trouble which may arise in a printing office on the ink man, the roller man or the paper man, but more especially on the ink man. It then relates about the editor of a country paper who found his error and sent a letter of apology to the ink house and followed it up with a public apology by an editorial in his paper.

This recalls to my mind an editorial which appeared in a Florida newspaper, apologizing for the poor appearance of the paper, and stating it was due to using Printers Ink Jonson's ink. I felt rather hurt on reading it, as I had no knowledge of ever receiving a complaint from this man, and on looking up my sales book found I had sold this fellow a 25-pound keg of news ink about two years previously.

I wrote him to learn what was the trouble with my ink, but he never replied. I am willing to wager a 500-pound barrel of my news ink against a copy of his paper that the fault was not mine, and that he has not the moral courage to apologize publicly.

In most cases the ink man is not given a chance to redeem himself, but is indicted, tried and condemned all at once.

I am always glad to learn of any complaints with my inks, and, if the customer so desires, the goods may be returned and I will refund the money and pay all freight or express charges.

Send for my price list and printed specimens. Address

PRINTERS INK JONSON,

8 Spruce Street,

New York.



One
Morning
Paper

(when it is a good one)
in a city of 150,000 population
has a large
Exclusive Field

The Toledo
.....*Commercial*

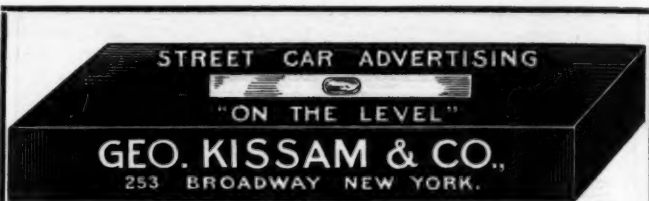
covers such a field

Average Circulation for 1897, 8,454

people who have money.

Average for January, 1898, 9,750

You can't cover the field without THE COMMERCIAL



The above cut illustrates our miniature spirit level souvenir for 1898. This level is covered with rich leather paper, the lettering being in silver bronze.

It is not only a good level, but it fully symbolizes our business methods. We will mail one to any address on receipt of a two-cent stamp.

GEO. KISSAM & CO.,
253 Broadway, New York.

Elevated Advertising ?

CERTAINLY !

The Brooklyn Elevated

We have no advertiser who can not answer yes to that. We elevate his business — which pleases him. He elevates our business — which pleases us. In other words, we are both elevated. And both happy. This is genuine reciprocity. And our rates are reasonable.

GEORGE KISSAM & CO.,

253 Broadway, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

COHOES, N. Y., March 19, 1898.

The inclosed advertisements are used by the Cohoes Savings Institution. The borders are our own, having been purchased by us and used exclusively by us. The ads appear every other day, changed every three weeks in three local daily papers and three weeklies, including one in Waterford. Generally a different ad in each paper. We insert free notices in regard to increase of accounts and size of deposits every month and a local about when money is to be deposited to draw interest. We spend about \$300 in the newspapers, use pay envelopes for the mills, books for the children, and mail 1,000 to 1,500 statements every six months to people, taking the names from the directory. We have another savings bank in the city and several in Albany paying the same rate of interest. Our accounts and deposits are increasing and compare most favorably with those of others in the State when conditions are taken into account. Have read PRINTERS' INK for several years and it has assisted much in getting up our ads. We wonder if our ad can be improved and are open to criticism. Perhaps our experience may help others if you decide to use any of our ideas.

Yours truly,

CHAS. R. FORD, Treasurer.

If there is one sort of institution that needs better and does worse advertising than the Young Men's Christian Association it is the savings banks.

A great many savings banks advertise, and most of the advertising is bad. This work of Mr. Ford is better than the average because he seems to have really studied his subject; he has tried to look at his institution from the outside. He has succeeded in making some advertising that is pretty nearly good.

The principal thing that is wrong with the ads I reproduce is the display. Too many lines are displayed. When a good, strong border is used, one display line is plenty, and even that may, in many cases, be dispensed with.

I should say that the best form of advertising for a savings bank, or any other bank, is plain pica old style without any display at all. The ads should be changed every day and should be as long as the story they have to tell. Fixed space should not be used. There is no reason why exactly four inches single-column should be used every day. The man who writes the ads may not have four inches to say to-day and he may have twenty inches to say

to-morrow. He had better tell all the story that he wants told to-day whether it takes an inch or a yard of space. If a man has a six-inch space to fill every day there will be many days when he will talk two inches of sense and four inches of twaddle just to fill the space. The other days he will have to cut the very life out of his talk to get it into six inches.

There are just about enough exceptions to this rule to prove it. There are some lines of business that it seems possible to talk about each time in the same number of words. But, as a rule, the best advertising is not done in this way.

A THOUSAND MEN

win competence by quietly saving their money where one gets rich by crazy speculation. The wise man will be one of the thousand and open a bank account at once with the

COHOES SAVINGS INSTITUTION, NATIONAL BANK BUILDING.

Four per cent interest allowed on all deposits of \$5 or over, not exceeding \$3,000.

A MAN'S INCOME

May be very large, but if he fails to save a part of it he never meets with success. The same may be said of the man who has a small income. A first-class plan is to lay by a dollar or more every week. It soon becomes a habit and you are on the right road to success and prosperity.

THE COHOES SAVINGS INSTITUTION,

NATIONAL BANK BUILDING,

Cor. Remsen and Oneida Streets.

Receives deposits of one dollar or over. 4 per cent interest allowed.

I have never been able to believe that advertising on pay envelopes was likely to pay the advertiser. Most men who get their pay in envelopes look forward to the coming of the envelope for several hours before it actually happens. When they receive it their principal desire is to get rid of the envelope as fast as possible and get their

hands on the money. The money is the period at the end of the week's work. When the money comes the week has actually been finished.

I don't believe that one man in a thousand ever reads the advertisement on his pay envelope, and I don't believe that one in a hundred of those who do read it remember what it was.

The best advertising is that which reaches the reader during leisure moments. This means certainly advertising in newspapers and other periodicals that people sit down comfortably to read.

CLEVELAND, Ohio.

DEAR MR. BATES—Am inclosing you two special covers and an insert, and also a page ad from our ship building edition.

While there is not so much room for originality in trade paper advertising, I believe there is great room for improvement. I am also sending you a copy of our ship building edition. Yours truly,

"MARINE REVIEW,"

F. W. Barton, B. M.

The advertisements sent with this letter are neither very good nor very bad. They will run along pretty well in the rut of trade paper advertising.

There is more room for originality in trade paper advertising than there is in any other kind of advertising I know of. When I say "originality," I use the word in the sense in which it is generally applied to advertising. A thing is said to be original when it is striking or unusual. As a matter of fact, there is precious little originality in advertising or in anything else in the world. The originators are most of them dead. Practically all of the alleged new ideas are merely adaptations of something that has been done before. As PRINTERS' INK has said, "It takes more skill to adapt to one's own purposes the ideas of others than to originate entirely new ones." I quote that sentence for the idea that it is meant to express rather than for what it really says.

If it were possible to originate something absolutely new, doubtless it would be a good thing. It doesn't take skill to originate—it takes inspiration. Skill is necessary in adapting ideas to one's own uses, and there is sometimes not a little inspiration in this process also. The adapted idea is, in many cases, much better than the original. The man who adapted had the original to start with—he improved on it. Perhaps the thing he adapts, believing it to be original, was, after all, an

adaptation of another adaptation of an adaptation of the original. Even Adam was an imitator—Eve ate the apple first.

There is great room for improvement in trade paper advertising, whether the improvement be made by the use of strictly inspirational originality or by the plain, hard working skill of adaptation. However the trade paper advertiser gets better advertising, it will benefit him.

At the present time there is a wonderful opportunity for some few advertisers in almost every trade paper that is printed.

It is comparatively an easy matter to make a trade paper ad stick right out of the mass. This has been accomplished to a striking degree by Isaac A. Sheppard & Co., whose ads on the first page of the *Metal Worker*, although not large, overshadow everything else on the entire page; and by the R. & W. Jenkinson Co., who use half pages in *Tobacco* and *Tobacco Leaf*.

I have a letter from the publishers of the *Brooklyn Weekly*, published in South Brooklyn.

The letter-head is distinctly good. It bears a little half-tone picture of the building in which the *Weekly* is published. Under the building is the paragraph:

"This is where we live—it belongs to us. And is chock full of up-to-date machinery, including typesetting machines and a perfecting press. It is located at No. 1144 Third Avenue, near Forty-seventh Street, Brooklyn Borough, N. Y."

MARCH 12, 1898.

Charles Austin Bates, Esq., New York:

DEAR SIR—We send you under another cover our issue of even date with our own ad in our own paper marked. If you think fit will you tell us in your column in PRINTERS' INK—which we read every week with pleasure and we hope profit—what you think of it? Is such advertising of our newspaper likely to prove effective?

We have met with a marvelous success. Starting eight years ago with four dollars in cash and no plant, we have to-day a newspaper with present circulation of 5,700, growing every week, a building of our own, a perfecting press, a Thorne typesetting machine, and we have just contracted for a linotype, when we think we will be in a position to produce the best local newspaper in the State.

Notice the number of small ads—"adlets"—to let, for sale, help wanted, etc., ads we carry. Do you know any newspaper of our character that publishes as many? Sometimes we have three or four columns of them.

But about our own ad in our own paper—what do you think of it? Yours very truly,
THE BROOKLYN WEEKLY.

The letter seems to indicate a very prosperous condition. And it may be well to note in this connection that there is not a single foreign advertisement in the paper.

There are twenty-four columns of local advertising. The local advertisers probably can not use any other medium so economically as they can the *Brooklyn Weekly*, but the foreign advertiser can undoubtedly get more circulation for his money in the *Brooklyn Eagle*.

The matter advertising the paper begins as follows:

MEDICINE FOR MERCHANTS.

A BUSINESS TONIC WE CAN RECOMMEND TO BUSINESS MEN.

The story of the dark streets of Fa-laïse and how they were lighted after several orders from the mayor of the town and the moral to be drawn from the tale. West End merchants who make money and others who don't, and why they don't.

The following story of the mayor of Fa-laïse is related by the Boston *Herald*:

It was dark in the streets of Palaise.

The mayor ordered that every citizen should hang a lantern in front of his door.

But still the streets were no lighter.

Then the mayor swore an oath and issued a proclamation that the citizens should put candles in the lanterns.

And still the streets were no lighter.

Then the mayor swore a greater oath and issued a proclamation that the citizens should light the candles.

Then the streets were lighter.

A man once wished to make money.

He secured a good store.

He secured good goods.

He secured good clerks.

He made no money.

Then he turned on his store the light of newspaper advertising and let the people know he was in business and why. He kept them in the dark no longer. Then he made money.

I must say that this opening story is remarkably good, and I ought to know because I wrote it for the Boston *Herald*.

It is followed by a good common-sensible talk about advertising in general and advertising in the *Brooklyn Weekly* in particular. And this talk is followed by several testimonials.

It is mighty good advertising. Every newspaper ought to publish some advertising talk of this sort in every issue.

It will not only help the business of the paper by its influence on advertisers, but it will help advertisers by its influence on the reader.

The talks should take the ground that most advertising is honest; that it is the legitimate news of the stores, and ought to be just as interesting, if not more, than the latest alleged rumor of a theory of a proposed report on the destruction of the Maine.

The difference between the store news and the news news is that the store news is generally true and the news news is generally not true. Most of the news we read nowadays in the evening papers is contradicted in the morning issue of the same paper. But the things that are predicted in the advertisements of the evening papers happen the next morning—sure.

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In the New York *Sun* of March 8th appeared the following ad of W. & J. Sloane:

W. & J. SLOANE

To close out a special line of

AXMINSTER CARPETS,

will offer 350 pieces of highly desirable patterns, beginning to-day. At prices lower than ever before quoted on these goods.

BROADWAY & 19TH STREET.

I don't reproduce the display, which was very good.

The strong point of the ad is its dignity. It is so dignified that it gives very little information about the goods offered for sale.

Would it be any less dignified if the price had been plainly stated, and if something had been said about what made this a special line and why it was offered so low?

I don't think so.

Certainly there are some facts about the price which could have been stated, thus adding point to the information given in the ad, without descending to what Sloanes undoubtedly would term "bargain counter methods."

As Bill Nye remarked: "Dignity does not draw. It answers in the place of intellectual tone for twenty minutes, but after awhile it fails to get there. Dignity works all right in a wooden Indian or a drum major, but the man who desires to draw a salary through life and be sure of a visible means of support will do well to make some other provision than a haughty look and the air of patronage."

"Try all things,

**Hold fast to that
which is good."**

**Boyce's Big Weeklies,
600,000 Copies Weekly.**

\$1.60 per agate line, no discounts.

**Boyce's Monthly,
400,000 Copies Monthly,**

\$1.25 per agate line, no discounts.

**Our customers
are getting
Big results,
that's why we carry
so much advertising.**

Try it yourself.

W. D. Boyce Co.,

Boyce Building,

Chicago,

Ill.

New York Journal

AND ADVERTISER.

W. R. HEARST.

RESORT DEPARTMENT AND INFORMATION BUREAU.

Announcement, Season 1898.

About this time every year the Summer Resort Hotel Proprietor commences operations for the ensuing season. Everything is planned to make the hotel more attractive than ever before which adds life to competition and is one of the elements of financial success. A Summer Hotel may be considered incomparable in every respect—in view, surroundings, accommodations, service—but the question is, where are guests coming from? That is the perplexing problem, upon which a prosperous season unquestionably depends. The correct solution is here. It is of paramount importance to those concerned.

ADVERTISE IN THE NEW YORK JOURNAL, MORNING, EVENING AND SUNDAY EDITIONS.

Through these mediums you reach the most people—the masses and the classes, here, there, everywhere.

RATES—15 cents per line in each edition.

\$1.00 per line 7 consecutive insertions.

\$4.00 per line 30 consecutive insertions.

No extra charge for display.

All display is set in French Elzevir type, which is neither too dark nor too light, but has a neat and clean appearance, adding much to the attractiveness of hotel advertisements.

The Journal's Resort Department and Information Bureau,

established at the beginning of the 1897 season, met with the most flattering success and unanimous indorsement. It was a new departure for a New York newspaper to undertake, and from the very beginning the public made constant demands upon its great resources for disseminating information about the various resorts that could not be obtained in any other way unless a loss of time and inconvenience resulted—a vacationist wants comfort. To the hotel proprietor a Bureau of this kind is of vital importance—indispensable. It acts as a New York office for the various summer hotels. Pamphlets, descriptive matter, maps, routes, railroad time tables and full information about each hotel is kept on file. Many inquirers leave it entirely in the hands of the Information Bureau where to spend vacation. The advantages of the Bureau must appeal, therefore, to the hotel proprietors, and naturally an advertisement in the JOURNAL will be seen by not only those who apply to the Bureau but to many who refer to it. Write for 1898 circular. Correspondence invited.

LIBERTY, SULLIVAN COUNTY, June 19, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:
Gentlemen—I must congratulate you on the success of your Bureau. I have, and can candidly say, had the best results from the JOURNAL advertisements, and the invaluable assistance from the Journal Bureau is very much appreciated.

S. H. GOODACRE, Proprietor The Clifford.

SOUTH CAIRO, N.Y., August 31, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:

Gentlemen—I am very grateful to the JOURNAL for the assistance that it rendered me, and the result is that my house is filled with people. In fact, I am packed, and will be until September. Yours, with kind regards,

GEO. DUNCAN, Proprietor Duncan's Villa.